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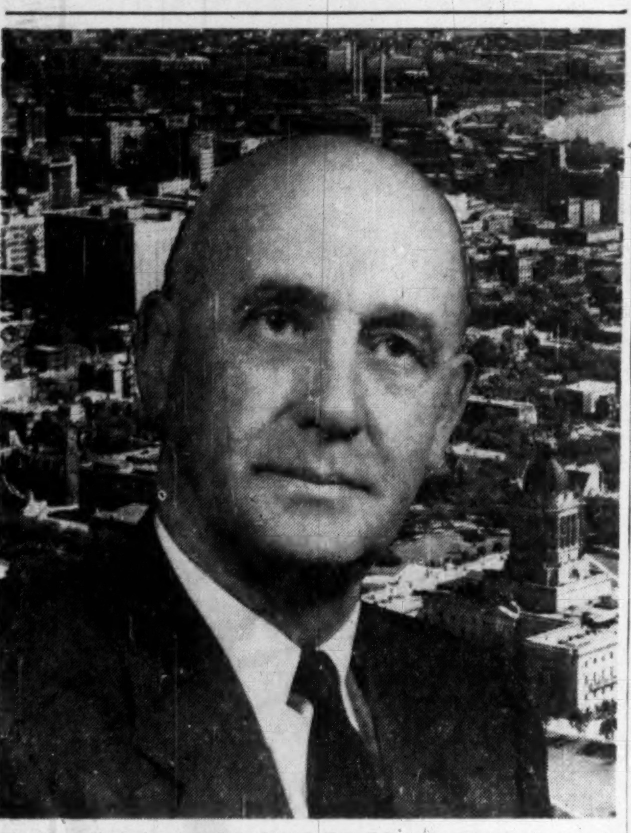
Construction Boss



The Canadian Construction Association this year expects the industry to reach the record volume of $5 billions. When it does, a quiet, deliberate, fourth-generation construction man, William G. Malcom, will be the industry's chief spokesman. The new president of the 1,000-member CCA, elected at its annual conference this week, has seen his own business, Malcom Construction Co., Winnipeg, grow in volume 30 times in the last 15 years. (Personality sketch, p. 6.)

THE NATION'S BUSINESS

New Tax Deal

The Federal Government's solution to the Quebec tax dispute is a very ingenious device. It is so ingenious, and political considerations had so much to do with it, that probably nobody will like it very much.

By the same token—and this is probably what federal ministers are banking on—probably nobody will object to it very strenuously.

Some details of its financial implications for governments and taxpayers are discussed on page 22 in this issue. But the discussion which is raging in Canada's eleven capitals this week centres on the counting of votes rather than of dollars.

There will be some who will say that Ottawa should not have given Mr. Duplessis the chance to raise his provincial revenues at federal expense unless he signed a tax rental agreement. They will call the new federal measure a "sell-out to Duplessis."

One answer to this is the one the politicians will give—that politically the Liberal Government dared not leave Quebec with this grievance. On this ground it doesn't matter whether the grievance was well-based or not: The fact is that it was felt.

Perhaps a better answer is the one which was clearly in Mr. St. Laurent's legal mind. The BNA Act does give the provinces a concurrent right to tax personal incomes. Ottawa always admitted that right in word, but it could be argued that it was denying it in deed so long as any province had to pay such a high price as Quebec for exercising its right.

By the new formula Ottawa can say that it is at least making room for any province to collect its own income tax if it wants to. Double taxation will not be removed in Quebec by the federal action alone. It is up to Mr. Duplessis to decide whether he wants to end it.

He can do so at any time without it costing him a penny if he chooses to adapt his exemptions to the federal law. The people of Quebec at least have no further grievance against Ottawa. In some of the other provinces, some grumbling is probably inevitable.

It Looks Workable

There are always people who don't like to see the other fellow given something. But none of the provincial governments, nor any of their taxpayers, will be worse off because of the new federal rules. In practical terms, this ingenious arrangement looks workable.

The most serious question which the deal raises is on a different plane altogether. It is whether this step marks an actual change of direction in federal policy.

Until now, the Federal Government has clearly been trying an attempt to rationalize and unify the tax structure as between itself and the provinces.

The tax rental agreements were the best means that had so far been devised to this end; and it was an essential part of their virtue that they kept tax rates uniform while distributing tax revenues among the provinces on a basis which roughly corresponded to their needs.

It was also an important part of the whole conception that the Federal Government should have in its own hands the ability to direct a national fiscal policy without the possibility of some provinces nullifying its effect.

Some observers are already saying that the new federal measure marks some retreat from this search for rationalization and unification; and that we may be heading for a new era of competing tax jurisdictions.

Certainly the new step points up the danger that Canada could drift in this stultifying, but politically easy, direction. But it does not commit the country or the Government to that path. We still hope and believe that it can be avoided.

* * *

At Long Last

At long last there is some real hope of reform in the way Parliament conducts the nation's business. Last week Prime Minister St. Laurent promised that, as an experiment, the money spending plans for several departments of the Government would be placed early in the session before a special committee for study and review.

That's an excellent idea provided the members of this committee are well chosen and take their responsibilities seriously. Their job will be to check and to dig, to separate the essential from the non-essential. If they do that well they can save Parliament time and the taxpayers money.

Until now the usual practice has been for most estimates to be held back until the end of the session was in sight. Then, in the last few days, hundreds of millions of dollars of government expenditures would be rushed through a tired house, with no hope of any real appraisal or understanding by the great majority of private members.

Under such conditions Parliament cannot possibly perform its basic function of supervising how the taxpayers' money is to be spent. In the early stages of the session it finds itself with little real work to do. Hence, its days and nights are all too often filled with weary and dreary speeches of great length and little value to anybody except perhaps for the impression they might make on the speaker's less intelligent supporters back home.

The proposed reform won't choke off all such speeches in the House but with earlier and examined estimates there should be more incentive early in the session to get down to important and useful work.

Mr. St. Laurent referred to "this feeling that during the first weeks of the session there is lots of time."

All moves, of which this present reform is one, which dispel such a feeling are to be welcomed.

Survival of Fittest '55 Car Sales Trend

Last Year's Competition? "Sissy Stuff," Say The Auto Men. But Strike-Bound Ford Holds Market Key — Could Be Seller's Field Day

By JACK McARTHUR
and Post Correspondents

Amid the brow-wrinkling imponderables now clouding the outline of the Canadian auto market, there's agreement on this: Competition among automakers this year will make last year's sales battle look like a pink tea party.

Only one thing could throw out this calculation: Indefinite continuance of the Ford strike.

If an extended walkout continues to paralyze Ford production and prevents Ford from hitting the big spring and summer sales period, Canada could suddenly find itself short of new cars.

But there were strengthening signs this week that 8,000 Ford workers would soon leave the picket line for the production line.

Both Ford and the CIO-CCL United Auto Workers guardedly reported "progress" toward agreement. The strike was 100 days old Jan. 18.

Meanwhile, a Financial Post survey of the market revealed:

—Many buyers have held off buying new cars until they get a look at 1955 Ford products. This has hurt sales for some dealers. Ford dealers themselves are aching to get into the sales swim.

—Chrysler dealers are enthusiastic about their new cars. They will back Chrysler of Canada in its well-financed drive for more sales.

—General Motors and its dealers are working hard toward the objective of 50% of the new car market instead of last year's 44%. GM's 1955 models are winning good consumer acceptance.

—Used car prices look like staying low. Some dealers are having trouble moving used cars; others are refusing to take older cars as trade-ins.

—It's still undecided whether the outlook for 1955 is for better new auto sales than in 1954 . . . when sales were 25% lower than a year earlier.

On the production side, this is what was happening to the Big Three auto producers:

General Motors: Production was approaching 4,000 cars weekly.

As an added sales fillip, GM was featuring what one dealer called "some of the best sports cars ever" and a sports-type panel truck.

On the labor front, GM was heading into a crucial period. For almost five years, GM has been working under long-term contract with the UAW. It will expire this spring.

The union is already working up enthusiasm among its members for the coming contract joust with the company. It appears the guaranteed annual wage will be the major union demand.

(Continued on page 2, col. 4)

European Interests Study Steel Mill Near Montreal

By PETER NEWMAN

MONTREAL (Staff) — Will the St. Lawrence Seaway create a Canadian "Ruhr Valley" around Montreal, complete with its own primary steel making installations?

It is a possibility that has been attracting considerable interest in European investment circles. And the project is slowly moving out of the realm of theoretical speculation.

Location of a steel-making enterprise depends on economic proximity to iron ore, coal, and markets.

By the spring of 1959, plenty of Labrador iron ore will be flowing past Montreal through Canada's now deep waterway. The region's steel product fabricators provide one of the largest and the most concentrated markets for raw steel in Canada.

The missing factor in the steelmaking equation for Montreal is lack of coal. But Hamilton and Sault Ste. Marie, where Canada's largest steel-making capacity is located, have no coal either. There has been a steady decline in the coal equivalent of coke used per ton of pig iron, through introduction of new processes. Blast furnaces now use about 7/10 of a ton of coke to each ton of pig iron, as against 1 2/5 tons before the war.

The suggestion has been made that a profitable steel industry could be developed in Montreal, using part of the potential hydro power brought to Montreal by construction of the seaway (1.2 million hp.) instead of coal.

"The possibility has been raised of a local development of the iron and steel industry, based on Ungava iron ores, the province's immense reserves of hydro-electric power, and the expanding Canadian market for iron and steel products," says George S. Mooney, speaking as a citizen, not in his official role as co-director of Montreal's economic Development Bureau.

"The St. Lawrence Seaway will lead to further economic growth and development, which in turn will create new demands for iron and steel products which a Montreal-based iron and steel industry

(Continued on page 3, col. 3)

Oh How Money Rolls In — Another $30 Million Fund

Shares of another $30 million non-resident-owned Canadian investment fund are expected to be offered shortly in the U. S.

The latest entry: Investors Group Canadian Fund Ltd.

It has an authorized capital of 30 million $1 par special shares and 100 $1 par deferred shares, and is backed by Investors Diversified Services Inc., Minneapolis. This latter company controls Investors Syndicate of Canada and Investors Mutual of Canada.

The new investment company is expected to follow the general pattern of other U. S.-owned Canadian funds formed in the past six months. More than $100 millions has been raised by these new-type companies, which include Scudder Fund of Canada, Canada General Fund (1954) Ltd. and United Funds (Canada) Ltd.

Head office of the new company, as in the case of its affiliates, Investors Syndicate and Investors Mutual, is Winnipeg. However, it's understood that shares will be offered to U. S. investors and not in Canada, to preserve its status as a non-resident-owned investment company. A prospectus is expected to be filed with the U. S. Securities & Exchange Commission within the next few weeks, possibly about the middle of February.

Investors Mutual of Canada, the present Canadian mutual fund operated by the group, has been one of the fastest growing funds in Canada. It started offering shares here in 1950, and its net assets at last report were valued at more than $50 millions. This made it second only to the 20-year-old Canadian Investment Fund, the original Canadian mutual fund, which has assets of more than $60 millions.

Investors Mutual has a large sales force selling its shares in Canada (they are sold by the same people who sell Investors Syndicate savings certificates). Net assets of the considerably older Investors Syndicate are about $80 millions.

A similar sales setup exists in the U. S. group, and this is expected to put considerable drive behind the proposed offering of Investors Group Canadian Fund shares there.

Will It Stop Stockateers?

Court Powers for Securities Board in Quebec Act

MONTREAL (Staff)—Quebec's new Securities Act, tabled this week in the Legislative Assembly, appears to be aimed mainly at preventing fraud.

Coupled with bigger investigating staffs, it should be effective in helping curb Montreal's high-pressure stock operators, investment men here feel.

But it may not create the detailed set of rules and regulations covering issue of securities for which many legitimate underwriters had hoped. Extensive amendments are considered likely before the bill is finally passed.

From Quebec City, President N. D. Young of the Investment Dealers Association of Canada told The Financial Post: "We agree in principle that the act is a good thing. However, we reserve the right to study it, in accordance with the province's wishes. Premier Duplessis wants discussion, and the I.D.A. will submit a brief through its Quebec district with any suggestions for alterations."

In Montreal, Manager Claude Root of the Better Business Bureau said: "Any move made to strengthen the present inept system is to be commended."

Other observers point out that there are two basic types of securities legislation — "disclosure" and "fraud."

Classic example of the first is the U. S. Securities & Exchange Commission. S.E.C. makes dealers register, and checks closely on their qualifications. But the bulk of its requirements refer to disclosure. As a result, S.E.C. prospectuses are generally fat documents crammed with facts and figures.

The Ontario act, which is based on English laws and the Dominion Companies Act—with a bit of S.E.C. thrown in—also stresses disclosure.

Guard Against Fraud

The new Quebec law does seem to provide adequate curbs against fraud, false statements, etc., it's thought. But from present indications it does not go nearly as far as S.E.C. or Ontario in setting up a well-codified, systematic set of requirements so that underwriters can always be sure how they stand.

Effectiveness of the legislation, which features a new three-man Quebec Securities Commission, will depend mainly on how it is administered, investment men feel. A great deal of discretionary power will be vested in the commission members, thus calibre of the men picked to handle the job will be vitally important.

Who will be chosen is not yet known. The present Securities Act, which will be scrapped, is administered by two registrars—Adolphe Routhier, in Quebec City, and Rene Hebert, in Montreal. Routhier is the more experienced of the two, but Hebert is a younger man. Hebert, a former Crown prosecutor, moved into his present post last year and pledged a harsh crackdown on Montreal stockateers.

All three commission members will be appointed for life by the provincial cabinet. The chairman will receive $11,000 a year, the

(Continued on page 3, col. 5)

PRICES

(See also Trend of Business, p. 19)

Tires up as much as 8%, following U. S. rise caused by ballooning natural rubber price. Some other natural rubber products (e.g., foam) also increasing. Prospect: Switching to synthetic could bring down price of natural. It's also possible synthetic may rise.

Aluminum hiked 1c lb., as industry follows lead of Reynolds Metals in U. S. Aluminum Co. of Canada boosted prices 1c effective immediately.

Coffee down 2c lb. for major brands, as much as 6c for chain store brands. Spot Santos 4s (coffee beans), New York, look weak at 66c-67c. Result: Another drop possible because of good supplies.

Copper weakened in London last week, remained substantially higher than U. S. 30c lb. level. Pressure still on U. S. price for increase of 2c-3c lb. Question: Can major U. S. producers continue to resist, aiming at supply-demand stability rather than highest prices?

Wheat, at Lakehead, boosted 1c bu. for Nos. 2, 3 and 4. This continues current Wheat Board policy of narrowing differential between Lakehead and Vancouver, thus encouraging shipments through West Coast ports.

Canada-Wide Uranium News Excites Interest

This week brought a surprising budget of favorable ore news from uranium camps right across Canada.

Beaverlodge, Agnew Lake, Blind River and Bancroft—all had something to contribute.

Most spectacular news came from Beaverlodge where three uranium issues, Baska Uranium, Beaver Lodge Uranium and Nesbitt LaBine, galvanized new market interest.

A drill hole put down on the common boundary of Baska Uranium and Beaver Lodge Uranium provided one of the most exciting drill holes turned out by the camp to date.

Nesbitt LaBine revealed that excellent ore values have been secured at depth on its ABC property and that $500,000 of firm financing has already been arranged for extending a new shaft to the 1,000-ft. horizon.

The Baska-Beaver Lodge hole returned 23 ft. of core assaying $73.95 a ton and this was followed by a contiguous section of 35 ft. of core which was radioac-

(Continued on page 3, col. 6)

Will Montana Firm Get Bargain in Gas?

WASHINGTON (Staff) — Another U. S. project for getting cheap Canadian energy to compete with Canadian producers is making rapid headway.

U. S. metal smelting industries, operating behind the U. S. protective tariff in competition with Canadian metal producers and smelters, now have an excellent chance of being given a supply of Canadian gas which will meet their fuel needs at about one third of the cost of any other fuel available either to them or their Canadian competitors.

They say they have already received assurances that the Canadian Government will allow the gas export; and their application for U. S. permission to import is now reaching the final stages of hearings before the Federal Power Commission's examiner here.

The principle of the case is precisely similar to the Kaiser Aluminum Co. project for getting cheap water-power from British Columbia to produce aluminum in competition with Canadian producers. In this case, as in the Kaiser case, the Provincial Government has agreed to the export.

But the Kaiser project was blocked by a firm veto from the Federal Government, a veto now being implemented by pending legislation.

In this new case the U. S. company has a letter from Trade Minister Howe which it regards as an assurance that a Canadian export permit will be granted as soon as the U. S. authorities approve the import into the U. S.

U. S. is Puzzled

The inconsistency of Canadian action is baffling Washington observers as well as Ottawa; and Americans interested in both gas and power are making puzzled enquiries whether there is any Canadian policy—and if so what it is.

The application to the FPC for

(Continued on page 3, col. 1)

Washington Has Reasons For Gloomy View on GATT

WASHINGTON (Staff) — Prospects for establishing stricter rules for international trade in the new GATT look pretty gloomy from here. The recent pilgrimage of three Canadian ministers — C. D. Howe, L. B. Pearson, and Walter Harris—has not changed them. Gloomy they were before: that's why the Canadians made their surprising visit. Gloomy they still look.

Here are some of the reasons why:

—The United States Administration has set itself a program, complete with rough timetable, which it shows no sign of varying although it is basically unacceptable to the other GATT powers, including Canada.

—The U. S. program is based on the determination to submit the revised GATT (if it can be revised) to the Congress at this session. In form, only the so-called "organizational classes" will go to Congress, but in substance this means congressional scrutiny of the whole thing.

—The Congress is already committed to Section 22 of the Agricultural Adjustment Act, which is an outgrowth of its price support policies. It provides for quotas to keep out farm products when their import might interfere with the domestic program of price supports and crop controls. This violates Article 11 of GATT.

—The Administration is certain that it cannot ask Congress to accept a GATT which is irreconcilable with its precious Section 22. Therefore it is trying to get all the other GATT signatories to agree to a "waiver" exempting U. S. agricultural imports from the general principles which everyone else is being asked to accept.

—For a long time the Americans insisted on the acceptance by other countries of the precise form of words which they had drafted to meet their Congressional necessities. Now there are some signs that the precise formula of their waiver may be subject to negotiation. One Administration spokesman said to The Post: "We don't really want it to legalize vice. But it must allow us to continue restrictions resulting from our farm policies. It will take us time to adjust these policies. We have got to get rid of existing surpluses and get price controls flexible so that we don't accumulate more of them. This will take time."

—Such a self-contradictory formula will clearly take a bit of drafting. It does not appear to Canadians, nor to most others, that any kind of word-twisting can remove the contradiction: the Americans, their eyes fixed on politics in Congress, insist on a

(Continued on page 3, col. 5)

Bonds For Pipeline Start Ottawa Storm

Trans-Canada request for guarantee faces formidable opposition in Cabinet — Here are some of the arguments.

By MICHAEL BARKWAY

OTTAWA (Staff)—A formal application for a government guarantee of $275 millions' worth of the bonds of the Trans-Canada Pipe Line Co. is now under study and investigation by the Department of Finance and the Bank of Canada.

Although it has not yet been put before the Cabinet, opposition is already being expressed in some political circles.

It is understood here that Trade Minister Howe is supporting the company's request for the government guarantee; but some of his colleagues in the Cabinet are known to be opposed to it. They anticipate finding very little enthusiasm among Liberal M.P.'s when the proposal becomes known.

"If the Government has to underwrite the project," some politicians are saying, "the Government should own it."

This does not mean that the proposal will not go through; but it will have to clear a lot of hurdles which this week looked formidable.

The first step on the Government side is to launch a complete examination of the details of Trans-Canada Pipe Lines' whole setup and prospects. This has largely been confided to the Bank of Canada, which is consulting leading investment men and investigating all the independent reports which have ever been made of the outlook for an all-Canadian pipeline.

Argument for Guarantee

Main argument carrying weight on the side of the government guarantee appears to be this:

If Trans-Canada can get a formal government commitment of financial support before the end of this month, then it could still arrange its financing, order its pipe and let its contracts in time to get the line built as far as Winnipeg during the 1955 construction season.

Without such a government commitment, a 1955 start appears virtually impossible.

Another argument is that the Canadian Government's guarantee is necessary to get United States approval of the proposed export to the Northern Natural Gas Co. in Minnesota.

In official circles here no one believes that even a Canadian Government guarantee for the Trans-Canada project will be enough to ensure the approval of the F.P.C. for Northern Natural's proposed import of Canadian gas. The argument is that approval is impossible without it, not that it is assured with it.

In Washington last week this reporter was able to confirm that official U. S. authorities are going to look several times at a proposal which, they consider, requires U. S. consumers to pay an unduly high price in order to support what they regard as the "uneconomic" all-Canadian line.

It is probable, therefore, that the Canadian Government will consider the proposed guarantee of bonds on the assumption that the export to Northern Natural does not get approval. Certainly there will be a tendency to assume that if F.P.C. approval is ever given, it will not be given before May or June; and that this will be too late for Northern Natural to get its facilities built this season.

The projected "sweetener" of export to the Minnesota area, therefore, may not rank — in government eyes — as an assurance of Trans-Canada's ability to meet the interest on its bonds.

Cost of the Guarantee

On present indications the cost of the Government guarantee must be estimated within this sort of range:

If F.P.C. approves the Northern Natural deal, and all the Canadian contracts work out as well as possible, and construction is completed in time for export sales in 1956, and the line gets through to Toronto by November 1956: in fact, on the best possible

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Inside News

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LESS LAW, more speed in labor relations, the unions ask . . . . p. 10.

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THE NEW RECORD of $5 billions predicted for construction this year is no ordinary "boom." . . . . p. 11.

WESTERN OIL STOCKS could be on the comeback after more than two years depression . . . . p. 39.

NEW TRUST FIRM seeks charter to serve Toronto-Hamilton area. Local residents raised the money . . . . p. 9.

HOTTER COMPETITION for paper-makers on the West Coast. MacMillan & Bloedel expands . . . . p. 4.

Stock Market Highlights

Industrials

Aluminium Ltd. dropped to $70 from $73½. Attributed to effect of current offering of new shares, general weakness in stock market.

Standard Paving & Materials common showed virtually no change from $27-a-share level as company pleaded guilty to charges in connection with Ontario highways investigation.

Ford of Canada A has slipped about $10 a share from $110 level Jan. 3. Strike now more than 100 days old, company-union talks continuing.

Canadian Cotton common slightly stronger recently at $13 a share, up from $16½ at year's end. Volume small.

Mines

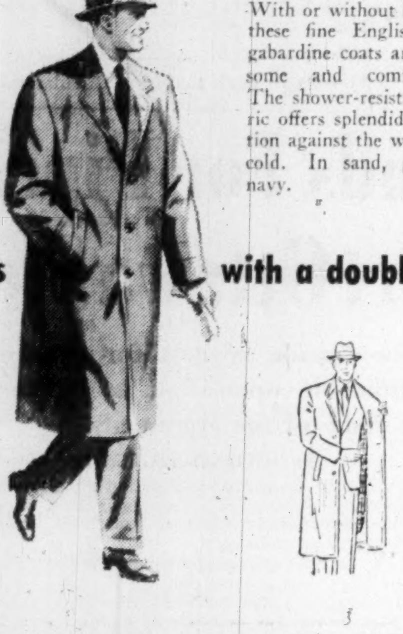
Baska Uranium and **Beaver Lodge Uranium** sell at double 1954-5 lows as common boundary hole gives $73.95 over 23 ft. of core with 35 ft. of further contiguous radioactive core yet to hear from.

Nesbitt LaBine moves sharply higher to $2.50 level as six of nine deep holes at ABC group cut ore; latest hole returns 66 ft. of ore grade core including values of $70.75 over 7.5 ft. and $47.70 over 8 ft. Financing arranged for new $500,000 program which will include new 1,000-ft. shaft.

New Thurbois sells at record high of 74c on volume as initial drill hole on 3,500-ft.-long No. 2 zone gives 8.7 ft. of core averaging $19.58 per ton in pebble conglomerates.

Consolidated Denison slightly easier at mid-week as main lower radioactive band of No. 2 hole still awaited in No. 3 hole 3,000 ft. to the west. However, No. 3 hole only now down to point where lower band to be expected. Four radioactive bands cut so far including 0.07% U_3O_8 over 7½ ft., 0.114% over 10 ft., a 15-ft. section (somewhat leached) and a last 4-ft. section reported "quite radioactive."

Basin interest at Blind River stepping up sharply on heels of Consolidated Denison deep drill results, Lake Nordic encountering argillites overlying favorable conglomerates. Stanleigh Uranium, down dip from Lake Nordic, now drilling while Nasco Cobalt to start drilling this week on 26-claim group to north of that again. Stan-Can and Emerald Glacier ready for drilling east from Consolidated Denison.



Here's an overcoat which becomes a topcoat in a flash . . . just zip out the warm polo lining! With or without its liner, these fine English wool gabardine coats are handsome and comfortable. The shower-resistant fabric offers splendid protection against the wind and cold. In sand, grey or navy.

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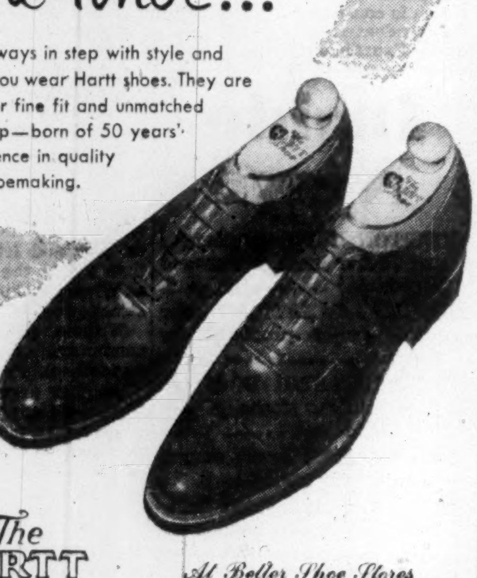
EATON'S OF CANADA



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Allied Van Lines Ltd. (Toronto)—Blair S. Eby, general manager.

Arcan Corp. (Hamilton) — J. L. Eckebrecht, general manager.

Argus Corp. (Toronto) — H. R. MacMillan, director.

Bakelite Co., Division of Union Carbide Canada Ltd. (Belleville, Ont.) — Arthur A. Allan, Jr., sales manager.

Bank of Montreal (Montreal) — R. L. Bailey, assistant general manager, supervising Manitoba, Saskatchewan and Alberta branches; W. E. Stewart, manager main office, Winnipeg; Robert Smillie, manager, King & Yonge branch, Toronto; F. S. Harrison, superintendent B. C. and Yukon branches; Laurent Gelly, superintendent Quebec and Newfoundland credit department.

Bell & Howell Canada Ltd. (Toronto)—John F. J. Lisle, advertising and promotion manager; E. Smith, chief accountant.

Biggar & Crawford (Toronto) — A. J. A. Reid, general partner.

Canada Permanent Trust Co. (Toronto)—W. Leo Knowlton, J. McIntosh Tutt and C. F. Mackenzie, assistant general managers.

Canada Life Assurance Co. Toronto)—J. G. Murray, assistant superintendent, group sales for Canada.

Canadian Acceptance Corp. (Toronto)—D. R. Steadman, vice-president, Industrial Equipment Division.

Canadian National Railways (Montreal)—L. S. McGregor, general superintendent of motive power and car equipment, central region at Toronto; R. R. Risk, superintendent motive power and car equipment at North Bay.

Canadian Schenley Ltd. (Montreal)—W. G. Brayley, assistant to the president.

Carton Specialties Ltd. (Leaside, Toronto)—F. L. Clouse, president.

Chrysler Corp. of Canada (Windsor)—W. J. Young, assistant advertising manager.

Consolidated Paper Sales Ltd. (Montreal)—A. M. Gammell, assistant to vice-president newsprint, sales; P. M. Boulton, manager newsprint sales.

Crown Trust Co. (Toronto)—Lt.-Col. H. K. Ingram, manager, London office.

Dibblee Construction Co. (Ottawa)—K. B. Parkinson, assistant chief engineer.

Dominion Brake Shoe Co. (Montreal)—M. B. Terry, director.

Dunlop Canada Ltd. (Toronto)—E. G. Skirrow, manager public relations; P. G. Byrnes, manager, advertising and merchandising.

Gallowhur Chemical Corp. (New York City)—Vincent Casson, director and general manager, Gallowhur Chemicals Canada Ltd. (Montreal), a director.

Goodwin Harris & Co. (Toronto)—P. L. Robinson, a partner.

Great-West Life Assurance Co. (Winnipeg)—George T. Richardson, Winnipeg, director.

Halifax Insurance Co. (Halifax)—J. E. MacNelly, general manager.

Ingram & Bell Ltd. (Toronto) — A. W. Steen, manager, Calgary branch; T. D. Musto, assistant manager, Montreal branch; B. S. Godball, assistant to general sales manager.

Leo Burnett Co. of Canada (Toronto)—Edgar W. Hudson, account executive.

National Carbon Co. Development Organization (Toronto)—J. S. Dewar, manager; H. M. Brown, in charge of product and process development; C. W. Galbraith, responsible for new industrial and automotive products; R. G. Leckey, responsible for new consumer products.

R. H. Nichols Ltd. (Toronto)—H. L. Roe, chairman; H. J. Davie, president, continues as general manager; A. H. Tuxworth, vice-president and director; A. M. McLeod, vice-president, continues as director; E. M. MacKinnon, secretary-treasurer.

North American Life Assurance Co. (Toronto)—E. H. Hanley, assistant general manager in charge of agencies; E. Morton, director of agencies; T. S. McEwen, general superintendent of agencies; V. X. McEneney, superintendent of agencies; W. L. Waylett, superintendent group sales.

Procter & Gamble Co. of Canada (Toronto)—J. Neil Gordon, secretary.

Reichhold Chemicals (Canada) Ltd. (Toronto)—William G. Aird of Toronto, and T. S. Hodgins of Seattle, directors.

Royal Trust Co. (Montreal) — Frederick Johnson, chairman, Bell Telephone Co. of Canada, director.

Royal Bank of Canada (Montreal)—D. L. Witter, comptroller.

Shawinigan Water and Power Co., commercial and distribution department (Montreal) — Leo A. Gour, manager, north division; James G. Lydon, assistant manager; Leo Langlois, assistant manager, south division.

Western Bridge and Steel Fabricators Ltd. (Vancouver)—E. L. Hartley, general manager; A. McB. Bell-Irving, sales manager; H. L. Warner, comptroller.

Western Canada Insurance Underwriters Association (Winnipeg) — R. L. Smith, manager; L. L. MacNeill, secretary fire branch.

Retirements

Bank of Montreal (Montreal) — L. L. Sinclair, as assistant general manager, in charge Manitoba, Saskatchewan and Alberta branches.

Ingram & Bell Ltd. (Toronto) — W. J. Edwards as manager, Calgary branch.

North American Life Assurance Co. (Toronto)—J. A. McCanus, as assistant general manager in charge of agencies.

Shawinigan Water & Power Co. (Montreal)—J. H. Fregeau, manager north division, commercial and distribution department.

Western Canada Insurance Underwriters Association (Winnipeg) — V. D. Hurst as manager.

Auto Production

	Week ending Jan. 14 Cars	Trucks
Chrysler	2,145	100
Ford	Strike	Strike
General Motors	3,718	684
Nash	18	. . .
International	. . . .	112
Studebaker-Packard	187	. . .
Totals	6,068	896
Previous week	5,725	741

There's Tough Competition Ahead in Automobile Sales

(Continued from page 1)

Last week, GM in the U. S. outlined a repurchase plan to combat bootlegging of new cars and protect dealers. It appeared, so far as Canada was concerned, that this was putting on paper what had already existed. GM has been giving informa repurchase protection to Canadian dealers, said an agency.

Ford: With the possibility of a strike settlement looming, the major question concerned the time Ford would take to get new cars out to dealers once production is resumed.

Estimates—all unofficial—ranged from three weeks to two months. In any event, a January settlement of the strike at Windsor, Oakville and Etobicoke (all in Ontario) will allow Ford to get production rolling in time to hit the big sales months of March-August.

Chrysler: No. 3 member of the Big Three continued to put on the production heat at the rate of better than 2,000 cars a week.

Still pending was settlement of the contract dispute with UAW. But the union won't strike Chrysler while Ford is out. And when a Ford settlement comes, the Chrysler dispute likely will be settled on similar terms (The Post, Dec. 11).

Marketwise, a Financial Post seven-city survey outlined this picture of the new and used car market:

HALIFAX

Chrysler dealers happily contend they're taking sales away from Ford. Some say their sales boost has been 50%.

General Motors products seem to be doing a bit better than last year, with an unexpected demand for Oldsmobiles.

The men who sell Fords, having taken advantage of the strike lull to clear old stocks, now are beginning to worry about future sales. Deliveries by March might brighten the picture considerably for them.

SAINT JOHN

Major dealers expect new and used car business to match last year's.

But they say used car prices and trade-in values must come down. If they don't sales could suffer. Used car stocks appear very high.

Chrysler products are being well received, with good sales and hopes for further improvement. Ford dealers worry about minor trouble in getting spare parts and the need for new models in time for the big spring selling season.

Ford hasn't lost much ground yet, because of normally slack sales at this time of year.

MONTREAL

"Chrysler products have really built a fire under dealers," said a dealer industry expert. "Chrysler dealers are delighted with their cars and they're going to sell hard."

GM dealers aren't backing away, nor are agencies for the little three auto producers. Expected result: Hard-driving competition all year.

As in Toronto, lack of Fords has actually hindered some sales, when hard-to-sell customers want to see Ford models before deciding to buy.

Some Ford dealers are desperate for new cars. Expenses are piling up, revenues lagging.

Studebaker always sells well in parts of Quebec and is expected to hold its own, possibly gain slightly.

Used cars are moving slowly at mostly average prices. Heavy snows have hurt demand for used cars and some larger lots are cutting prices for fast sales.

TORONTO

Toronto GM and Chrysler dealers aren't so sure the Ford strike is helping them sell cars. In fact, some of them think the strike is hurting sales.

The reasoning goes like this: Ford advertising has emphasized that Ford products are "worth waiting for." Thus some buyers, instead of making their choices now, are holding off in order to be able to compare Ford with other makes.

This could change, if prospective buyers become impatient in their wait.

Chrysler dealers are reported happy about the new "forward look" models, feel they have much more sales appeal than last year's. Chrysler products sales are up substantially, GM continues to hold its big chunk of the market.

There's been some unexpected firmness in used cars recently. This could be just a temporary phenomena, could indicate that dealers have done an excellent job of moving their backlog.

WINNIPEG

Competition is keener, used car turnover is cutting into new car sales.

The prospect, according to dealers: Urban areas should buy as many or more cars this year, rural sales may be lower. A big upsurge in farm income could change this outlook. Dealers expect smaller profits than in 1954.

New car sales so far are better than a year ago, with the exception of Ford. Chrysler products are gaining favor, but some say not as rapidly as had been expected.

A Ford dealer says he's moving 1954 models and used cars at a rapid rate by keeping prices low. Majority of dealers say used car sales are bette than last year.

Rurally, it's spotty, some towns reporting buoyant business, others pessimistic.

EDMONTON

Edmonton dealers estimate sales this year will be about the same as last, when they were down 25% from the previous year.

Sales of used cars should be high, as they were in 1954. Prices around $150 lower than 1953 stimulated used car turnover last year and should do the same in 1955.

The Ford dealers with good stocks have withstood the effects of the strike well; Chrysler dealers are reporting increased business.

Some dealers find themselves selling new cars as fast as they arrive but overburdened with trade-ins and used cars. A number have refused trade-ins, except for 1953 and 1954 models.

VANCOUVER

There are two big features in the West Coast car market, aside from the lack of 1955 Ford models:

—There's a hard push on for English makes, which have always sold well in the British Columbia market. Ford dealers are putting heavy advertising emphasis on products of their English division.

—Competition is knocking down used car prices.

General Motors and Chrysler new car sales are reported increased. Ford dealers say they're holding most of their advance orders and hope to get first new models three weeks after production resumes.

Used car prices are down $100-$150 from last year. B. C.'s largest auto dealer is offering 1954 Chevrolets with insurance, new tubeless tires, guaranteed mileage, seven-day money-back guarantee for $1,795. Other companies are using free undercoating, white walls, a host of other gimmicks to hypo sales.

Many car lots won't accept a car older than 1950.

The picture for both new and used: Hot competition now and in the future.

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Montana Firm To Get Bargain in Alberta Gas?

(Continued from page 1)

permission to take Canadian gas into the U. S. is made by the Montana Power Co. of Butte, Montana. The chief beneficiaries are Anaconda Copper Mining Co. and American Smelting & Refining Co. (a subsidiary of St. Joseph Lead).

This is what the supply of Canadian gas means to the U. S. metal industry, according to evidence given at the FPC hearings by Russell B. Caples on behalf of Anaconda. He submits that:

—The plants to be served supply 12% of the U. S. output of copper, 25% of the output of zinc, 90% of the output of manganese.

—Cost of the gas at Anaconda's Great Falls plant would be 18 cents per mcf. The coal equivalent would cost 47.7 cents.

—At the other plants the coal equivalent would be "about 2½ times" as costly as the Canadian gas.

Said Mr. Caples: "Conversion to higher-cost coal would seriously hamper the necessary development of marginal ores as well as causing substantial expenditures on conversion."

Witnesses for Montana Power testified that it could get no new reserves of U. S. gas, and that all its present U. S. reserves will be exhausted in 11-15 years.

Owns Canadian Gas

Montana Power owns, said its president, J. E. Corette, Canadian gas reserves which amounted to 231 billion cu. ft. at the end of 1953. It was also trying to buy more from other fields. Its own reserves in the Pakowki Lake area of Southern Alberta are owned by a subsidiary (Canadian Montana Gas Co.), and it has a 16-inch pipeline from its wells to the border owned by another subsidiary (Canadian Montana Pipeline Co.).

It is seeking permission to export up to 100 million cu. ft. per day with a maximum of 20 billion cu. ft. a year for 20 years. The Alberta Petroleum and Natural Gas Conservation Board approved the plan last May.

With this increased supply the Montana Power Co. proposes to extend its system to serve the town of Missoula and other communities not now served. But by far the biggest user would be Anaconda Copper, which, it was stated, would be taking 11½ billion cubic feet by 1957.

Export of Southern Alberta gas to the Anaconda plants in Montana was established under the guise of a "defense emergency." If the pending applications are approved in Ottawa and Washington it will become established as a regular commercial arrangement with double the quantity of Canadian gas.

The existing permits, which expire in 1956, cover export of 10 billion cu. ft. a year at the rate of 40 million cu. ft. per day, for the Anaconda plants only. Canada agreed to the deal on the urgent request of the U. S. Government back in 1950 soon after the outbreak of the Korean War. Although Alberta had not then allowed any export of gas from the province, Premier Manning acceded to Mr. Howe's request on behalf of the U. S. Government.

In spite of this prompt action by both federal and provincial governments to meet what was represented as a "defense emergency," the U. S. Federal Power Commission was evidently less impressed with the emergency. It didn't give its approval until February, 1952.

But now Alberta has approved the export of double the quantity for a period of 20 years, with no strings and no pleading of "defense need." If the evidence of the company is to be accepted, Mr. Howe has also promised an export permit.

The cost of coal at the Montana metal plants has been estimated to be roughly the same as the cost at Canada's big smelters at Trail—though the comparison is difficult because Consolidated Smelters' coal comes from their own "captive mines." It certainly must be far more expensive than the price at which it is proposed to sell Canadian gas to Anaconda.

Besides the cost advantage sought to be gained from the Canadian gas supply, the U. S. smelters already enjoy the protection of the U. S. tariff which rises sharply at each stage of processing.

Steel Mill For Montreal?

(Continued from page 1)

would be in a strategic position to supply."

Some of the Advantages

He told The Financial Post that "European interests who have been examining the Canadian scene" have made the following observations:

—Fuels for smelting iron ore may be coke, or coal, gas, oil or electricity. No source of heat, pure heat, dissociated from the products of combustion, has any virtue over another source — it is merely a matter of which is most convenient and economical.

—Quebec is one of those areas which has an abundant supply of hydro-electric energy but which lacks a good coking coal suitable for the requirements of a conventional blast furnace.

—It has now been shown that electric furnaces are capable of large quantity production of pig iron.

—The electro-thermic process of producing pig iron is comparatively new but is fully competitive with the conventional blast furnace process. Norway, short in coal but long in hydro-electric power, is developing a huge iron and steel industry based on the process.

—Construction and installation costs of electric furnaces are no greater than costs of a comparable blast furnace.

Inherent advantages in the economy of the electric pig iron furnace are: simplicity of operation, adaptability to any given supply of electric power, ease with which it can be expanded and contracted, shut down and re-opened, high quality of the product, low slag qualities, and utilization of one of the traditional waste products of the industry, the valuable furnace gas which iron smelting creates.

One argument advanced against the feasibility of developing new steel making capacity in Canada is that Canadian mills are not now working at full capacity. 1954 production was 3.2 million tons.

Last summer Lionel A. Forsyth, president of Dominion Steel & Coal Corp. made the following prediction:

"Looking at the long-term picture, I estimate that Canada will have a population of 25 million within the next quarter century. Even if our per capita consumption rises only to the level of present U. S. consumption, Canadian demand for steel products will be in the order of 15 million tons per annum, in terms of our present capacity and, assuming that we will continue to import about 30% of our annual requirements, that means that Canadian industry will have to triple its size in the next 20 years."

Heavy Financing

Despite this optimistic view, the problem of financing such a venture still requires solution. At today's prices, it costs about $300 per annual ton to bring in basic steel capacity. Outlay on a mill of average size (500,000 tons) would be $150 millions.

This would strain the Canadian financial market. While export of capital out of Europe is not legal at present, it is not impossible that such a plant could be financed overseas.

Since the war, an estimated $200 millions of "flight capital" has come into Canada through Switzerland, Tangiers, Casablanca, Montevideo and Lima. This money belongs to investors willing to absorb a slight loss to switch their currencies into Canadian dollars.

Many European countries allow capital export on the condition that the permit will significantly stimulate the country's export sales. The setting up of a steel plant would materially help exports, if all production installations were manufactured abroad. Krupp of Essen, West Germany, for example, is already putting up steel plants in India and Pakistan.

Pipeline Issue Starts Storm

(Continued from page 1)

terms, the company might come very near meeting an $11 million bond interest in its first operating year, 1957.

If the Northern Natural deal does not go through, and other things go wrong, the deficiency on the bonds could be as much as $8 millions in the first operating year; and it could continue at a diminishing rate for several more years.

Government authorities are bound to take the more pessimistic of the possibilities. They will, therefore, probably assume that the guarantee could cost as much as $15 millions of public funds, though this is highly tentative until full studies are completed.

As against this, the politicians in every party are bound to look at the potential profits from the long-run operation of the pipeline. None of the experts here have ever doubted that the Trans-Canada pipe is a very sound operation in the long run. This raises the question in political minds whether the Government should underwrite the risk in the early years without collecting some of the reward in the later years.

One possible means of overcoming this objection — and it is one that is under consideration — is for the Government to take convertible debentures.

It is understood that the company is prepared to exchange such obligations for any deficiency payments the Government has to make. But this may not be enough to satisfy the objections of the politicians who regard the guarantee as "underwriting high profits for rich free-enterprisers."

In this connection the leverage of the proposed capital setup comes under fire. As proposed, the common stock would be only 12% of the total; 8% would come from an intermediate kind of security, and 80% from the bonds which the Government is being asked to underwrite.

The best answer yet offered to this objection is a promise by Trans-Canada Pipe Lines to undertake to give an absolute priority in the sale of common stock to Canadians.

But again the opposition argument runs this way:

If the Government refuses to guarantee the bonds, a year's construction may be lost. But would that be terribly serious?

The F.P.C. decision could alter the attitude of investors, when it does come. By then, one of two things could happen: private finance could become available, or the Government could have made arrangements to run the pipeline as a public project.

This is the nub of the opposition argument. If it is necessary for the Government to get into the picture at all, it is being said, then the Government should get in in its own right.

"We have given private enterprise its chance," some influential political figures are saying. "If private enterprise cannot carry the project through, then we should do it ourselves. We'll take the rewards as well as the risk. And since we don't have to make a profit we'll give a better deal to both producers and consumers."

But — everyone agrees — there probably is no way to get the line started this year without the Government taking a hand. The present studies will suggest the most favorable form in which government support could be given — which may not be the form the company first proposed. They will also lead to a determination of the primary political question, which is whether the Government should give any support at all unless it takes over the whole project.

Gloomy View In Washington

(Continued from page 1)

freedom for themselves which they wish to deny to others.

That's the U. S. end of the story. It's the beginning, but not the end, of the difficulty.

There are others who don't much like GATT anyway, and are more and more inclined to "avoid getting tied up with those Americans."

There are the Australians, who have a parliamentary situation that may be just as difficult as the United States Congressional situation. None of their main parties like GATT. And their anti-GATT arguments are it seems, immensely strengthened by the illogic of the U. S. position.

There are a number of Europeans, who still have a hankering after cosy regional arrangements in preference to the great wide spaces of GATT. They, too, find their case immeasurably fortified by the Americans trying to establish — as they would say — "one rule for the rich and another for the poor."

There are the British, who started out with the most hopeful proposals of anybody. They wanted much stricter GATT rules to prevent use of the balance of payments escape clauses — such new rules to come into force immediately after convertibility. When convertibility was felt as an urgent issue—which it was until late last summer—such a tightening of the rules was necessary for them to prevent other countries undermining their newly-convertible currency.

The British are still saying that they haven't changed their minds, and that they fully agree with the Canadian view of U. S. policy. But there is an uncomfortable feeling here that the heat has gone out of the British zeal for righteousness, as convertibility appears a more remote operation, and as other countries of the sterling area and Europe shrink away from the sort of commitments which would "expose them to the Americans."

Quebec Act Under Study

(Continued from page 1)

others $10,000 each. Seat of the commission will be Montreal, although hearings may be held anywhere in the province, and two members will constitute a quorum.

Setting up of the new commission is regarded as perhaps the most important part of the legislation. Most people expect it to be armed with much bigger and better investigating staffs than have been available up to now. Thus the vital and difficult job of gathering evidence on those suspected of using fraudulent practice can be done more efficiently.

Many sections of the act are almost word-for-word repeats of the existing securities legislation, especially several of the paragraphs on fraud, licensing, exceptions to the rule that securities issues must be registered. But there has been a general streamlining and tightening up.

One important point is that decisions of the commission will be final. Petitions may be made to the Provincial Government to have this amended, but as things stand now no appeal to the courts will be possible. Under present legislation, the Attorney-General has final say.

In addition, a higher scale of fines and jail terms is provided. With a first offense against the act, the $5,000 maximum is unchanged. But with second and subsequent offenses, the peak is raised to $15,000 from the present $10,000 for an individual. And while under today's setup the maximum jail term is two years, the new legislation will boost this to a range from two to six years.

Rules and regulations for licensing brokers, security issuers and investment counselors appear to be largely unchanged. But in all cases from now on an applicant will have to furnish security of $5,000, which will be forfeited if the commission certifies he has been convicted of a criminal offense or found guilty of a fraudulent act by the commission or by the court. Present laws specify a bond of only $500.

In its investigations, the commission will be able to question anybody, ask for any information and examine any document to ascertain if a fraudulent act has been or is about to be committed. And a person testifying will not be able to refuse to answer on the grounds that he might incriminate himself. All of these provisions are included in the present act, except that the powers are vested specifically in the Attorney-General or his representatives.

Look For It Here

January 22, 1955

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New Interest In Uraniums

(Continued from page 1)

tive but for which assays are still awaited. The intersection was entirely unexpected, coming in before a radioactive fault (objective of drilling) which was expected at 100 ft.

Nesbitt LaBine for some months has been quietly carrying on a program of deep diamond drilling on the ABC group. The fault structure being investigated is presumed to be the extension of the important St. Louis fault. Six out of nine drill holes have cut ore and the management feels that an important new ore body is indicated for the Beaverlodge camp. The latest hole has given 66 ft. of core which will make ore (from 439 to 505 ft. in the hole) with drilling cutting the ore section at about the 400-ft. horizon. Values in the 66 ft. included $70.75 over 7.5 ft. and $47.70 over 8 ft.

A decision has been made to sink a shaft to the 1,000-ft. horizon and to open up the indicated ore section. Cost of this program will be $500,000 including the initial part of lateral work proposed. Arrangements have been completed for firm sale of 250,000 shares at $2 a share with a 60-day option extended on approximately the same number of shares at $2.25 a share.

At Agnew Lake in Ontario, New Thurbois Mines announces that the initial drill hole put down on its 3,500-ft. long No. 2 zone has given a good ore intersection—8.7 ft. averaging 0.135% U_3O_8 per ton. A tremendous upsurge in interest is being experienced in this area east of Blind River—where uranium is also found in pebble conglomerates — and 10 drills in all are expected to be in operation shortly.

In the original Blind River sector, Consolidated Denison has found no less than four radioactive sections in its No. 3 hole about 3,000 ft. west of its No. 2 hole. At mid-week, the hole was down over 2,200 ft. and at a geological depth fairly close to where the main lower conglomerate uranium band was found in No. 2 hole.

Best section of the two for which assays had been received ran 0.114% U_3O_8 over 10 ft.

Almost due south of the Consolidated Denison drilling, but on the middle rather than north band of the Blind River camp, Lake Nordic Uranium Mines has finally entered the argillites which overlie the favorable conglomerates in which uranium is found.

A great upsurge in drilling interest is apparent on the rake to the east of Consolidated Denison and in the basin area between the Consolidated Denison and Nordic Lake development of Algom. Ralph Benner, consulting engineer of Consolidated Denison, reports a whole line-up of drills along the shore east from Consolidated Denison drilling. Stan-Can and Emerald Glacier have moved in drills. Lapaska will drill here as well while Roche and St. Antonio have already been drilling farther east.

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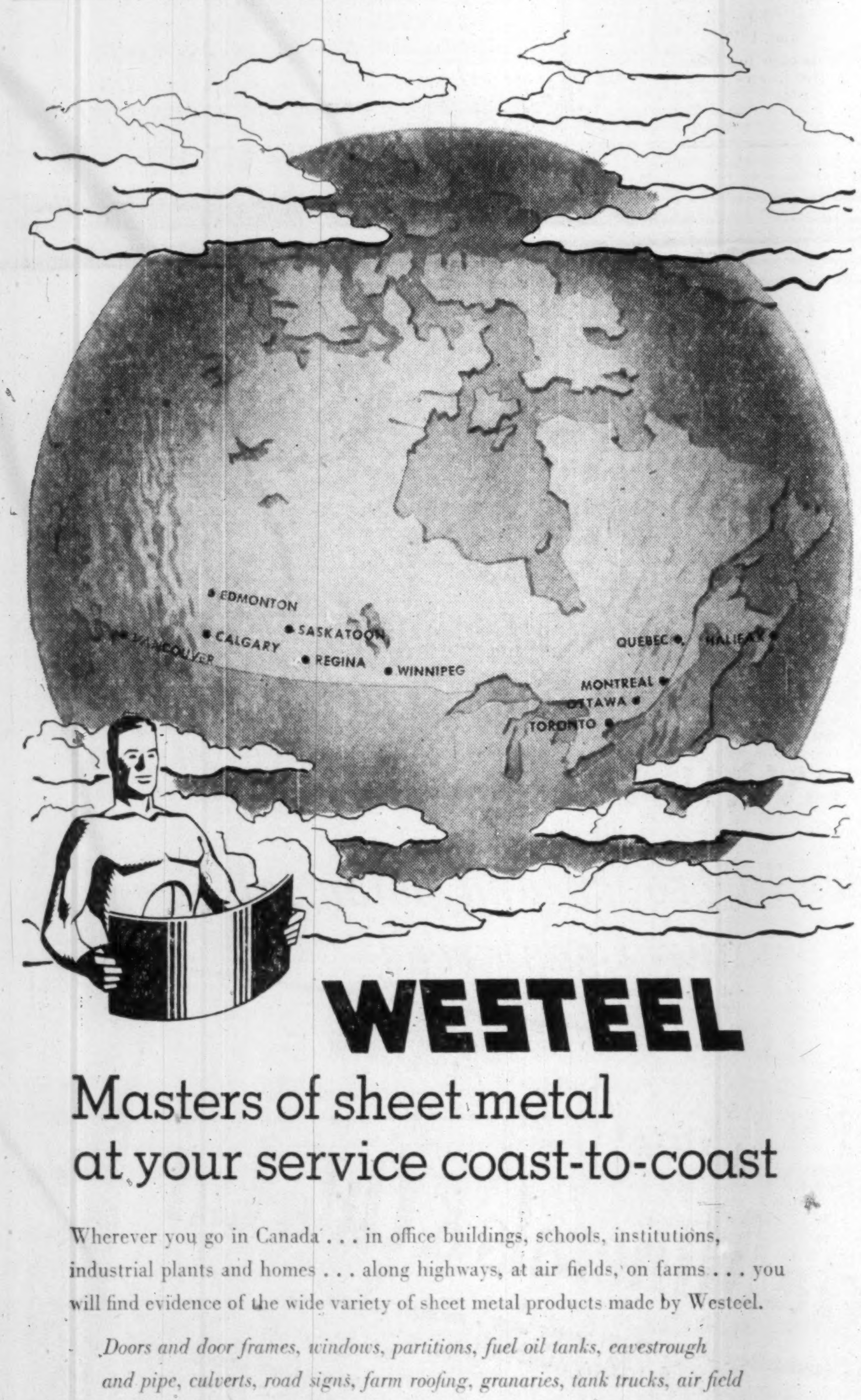

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PULP AND PAPER

By PAUL DEACON

B.C. Giant Is Still Growing

What New Plan of MacMillan & Bloedel Means

MacMillan & Bloedel Ltd., in the pulp and paper field only since 1947, is making a bid to become one of the bigger operators in the field.

The west coast lumber and plywood giant, which has profitable kraft pulp mills at Harmac and at Port Alberni on Vancouver Island, now plans to spend more than $30 millions to add newsprint, kraft paper and container board to its product lines.

When the present program is complete, unbleached, semi-bleached and bleached kraft pulp capacity will be 1,000 tons daily, including 600 bleached. There will be groundwood pulp capacity to supply the newsprint operation, 300 tons daily of newsprint, and 100 tons of kraft paper, liner board, corrugated container stock, etc.

This would indicate a total capacity for saleable pulp and paper products of around 1,250 tons daily, or 375,000-400,000 tons a year. This compares with a pulp output of 164,000 tons in 1953 and 278,000 in 1954.

The schedule calls for completion of the new capacity by early 1957.

How They Compare

If everything goes according to plan, this will mean that the West Coast firm and its predecessors (H. R. MacMillan Export Co. and Bloedel, Stewart & Welch merged in 1951) will have built from scratch in just 10 years a pulp and paper enterprise bigger than such well-known eastern firms as Fraser Companies (830 tons a day) and Brown Co. (1,100 tons a day before sale of Brown Corp.).

It will be within shooting distance of the present size of such firms as Powell River Co. (1,400 tons), Price Bros. (1,600 tons) and Howard Smith (estimated 1,300 tons). It will still be considerably behind Abitibi (3,000 tons), Canadian International Paper (4,100 tons), Consolidated Paper (2,900 tons), and St. Lawrence Corp. (2,100).

The company's mills have provided stout competition in the market pulp field ever since they started up, even though they were built at postwar cost levels. When world kraft pulp prices plummeted late in 1948 and in 1949, Bloedel, Stewart & Welch's mill at Port Alberni moved its pulp despite the stiffest competition from long-established mills on this continent and in Europe.

The MacMillan mill at Harmac, completed in 1950, has also depended almost entirely on exports too, with similar success.

Main secret of success has been the large supplies of low cost wood for making pulp, plus the location of the mills close to cheap ocean transportation. The Harmac and Port Alberni mills use a large proportion of wood that was formerly waste material, making possible fullest use of available wood in conjunction with the company's sawmill operations.

Will Convert Pulp

Now the company plans to convert some of its pulp into paper. For the newsprint, it will have to build new groundwood pulp facilities, but the chemical pulp content will come from its existing kraft facilities. This chemical pulp will be a semi-bleached kraft, instead of the sulphite normally used by Canadian mills. Semi-bleached kraft is used also in some southern U. S. newsprint mills.

Provision is being made in the newsprint mill for installation of a second machine to double capacity some time in the future.

In its newsprint and pulp plans, MacMillan & Bloedel has its eye on export markets. For the paper board mill, however, it is looking toward the Western Canada market.

Plan is to install a multipurpose coarse paper and board machine, with a capacity of about 100 tons daily. The additional 100 tons of daily kraft pulp capacity at Port Alberni will be required for this paper and board machine, raising unbleached kraft pulp capacity there to 335 tons daily.

Construction will start early this year, President B. M. Hoffmeister tells The Financial Post. H. A. Simons & Associates, Vancouver, who handled the designing and engineering of the company's original Port Alberni mill, have been instructed to proceed immediately with detailed engineering work.

Low Cost Projects

Industry observers were surprised at first at the relatively low cost estimate of "more than $30 millions" for all the new projects —the groundwood mill, the additional kraft pulp capacity, the newsprint and the paper board mill, plus a deep-sea wharf to serve the operation.

A rough rule-of-thumb figure for new newsprint capacity is $100,000 a daily ton, which would include groundwood facilities, chemical pulp capacity, wood supplies, etc. That would mean $30 millions for newsprint alone, if you were starting from scratch, without taking into account the paperboard project.

However, in the case of MacMillan & Bloedel, most of the wood-handling facilities and the chemical pulp-making facilities are already available and in operation.

The expansion of the pulp and paper operation is in fulfillment of a commitment made by the company in connection with a forest management license approved by the Provincial Government, it was explained in a joint statement last week by President Hoffmeister, and Premier W. A. C. Bennett of British Columbia.

The forest management license, for tracts on the west coast of Vancouver Island, covers company as well as Crown timber. "The setting up of a forest management license related to the expansion of the mill is designed to make possible the maintenance of supply for this operation in perpetuity," the statement said.

Company expects that a high proportion of the pulpwood going to the expanded pulp plant will be in chips from sawmills and plywood mill at Port Alberni, and West Coast logs of species and grades more suitable for groundwood and pulping than for lumber products.

Here's Rapid Growth MacMillan & Bloedel

Years ended Sept. 30:	Pulp Output (tons)
1952	146,000
1953	164,000
1954	278,000
1957 (capacity)	375,000

Despite drops in lumber, plywood and door unit production, the rise in pulp output helped raise earnings 12% in 1954 fiscal year.

Year	Sales ($ Mil.)	Earns. Per Sh. $	Price Range $
1952	150.9	2.61	26 -16⅞
1953	127.5	2.14	20½-15¾
1954	141.8	2.41	28⅝-17⅜
1955	....	...	29¾-26½

NOTE: Earnings per share figures are for combined class A and B shares. Price range is for class B shares, into which class A are convertible share-for-share.

Yukon Exploration Shows 1954 Profit

Yukon Explorations, operated for the receiver for the bondholders by Yukon Placer Mining Co. under agreement, realized an operating profit of $109,391 in 1954 subject to audit and certain non-operating expenses.

A distribution of 12% has been made on the principal of the bonds. Operating profit for 1953 was $122,967 from which 10% was paid on bond principal.

In the 1954 season, gold worth $321,915 was recovered from 619,600 cu. yds. of gravel while cost-aid was estimated at $76,270. Total income was $398,185 while operating costs were $288,794.

A controlling interest in Yukon Explorations is held by Transcontinental Resources.

The operating company reported that weather in 1954 was about normal although lack of rain in late July and much of August hampered stripping operations.

Labatt Creates New Subsidiary

Formation of a new subsidiary company, La Brasserie Labatt Ltée. has been announced by President Hugh F. Labatt of John Labatt Ltd.

The new company will own and operate the $6.5 million brewery now under construction at Ville LaSalle in the Montreal area.

Manager of the subsidiary is W. L. Shortreed, who has been secretary of the parent company since 1949, and assistant general manager since 1951. Plant manager is K. D. McNamara of London, and T. M. Kirkwood of Montreal has been named general sales manager.

Construction on the new building is currently well ahead of schedule, said Mr. Labatt, despite the onset of winter. It is now expected that the brewery will be in production in the spring of 1956.

Commenting on the new firm, the president said, "The strongest possible organization is being gathered together . . . to ensure that the Quebec company will have the vigor to compete successfully in this major market."

La Brasserie Labatt Ltée. will have head office in Ville LaSalle. There will be an initial payroll of about 200, almost all locally employed.

Big Business For Massey in U.K., France

The high level of sales of Massey-Harris-Ferguson Ltd.'s overseas subsidiaries last year is reflected in some sales results of its Eastern Hemisphere division reported in the U. K. North American business was lower.

The Standard Motor Co.'s Coventry plant, which makes Ferguson tractors for the company, delivered 63,135 tractors, of which 43,843 were exported. This export level was 13% ahead of the previous year; domestic sales were up 3%. Sales of Ferguson implements in the British Isles were up 21%.

Total deliveries of British-made Ferguson implements all over the world were more than 70,000. Another 28,000 were made elsewhere.

Sales of Massey-Harris combines made by the company's plant in Kilmarnock, Scotland, were up 54.6%; pick-up balers, 58%. Baler exports were nearly 400% higher. Total company exports were valued at £20 millions.

The French subsidiary had a record year, producing double the number of tractors made by any other firm there.

THE INVESTMENT FUNDS

Mutual Accumulating Fund Assets Up 174.3% In Year

Mutual Accumulating Fund maintained its pace in the fourth quarter of last year by going ahead 25.7% in growth of assets. Gain was slightly better than that recorded in the third quarter of the year at 23.3%, but still not as good as the first two periods, when growth was 35.8% and 30.3% in the first and second quarters respectively.

Total net assets of the fund now stand at $6,477,422, compared with $5,152,600 at the end of September this year. The year's growth since the end of December, 1953, is indicated by the rise from $2,361,209, a net gain of 174.3%.

The gain, says the fund's manager, is attributable to the following factors:

—New investment capital, up 111.9%.

—Market appreciation, up 53.8%.

—Income compounded, up 8.6%.

Income per share came to 6.761c for the quarter, compared with 5.6c in the previous quarter, and net assets per share went up from $4.61 at the end of September to $5.15 at the end of the year. Growth per share was 11.7% compared with 7.5% in the preceding period.

Total five years' performance shows a gain of 222.55% in net assets per share and 123.6% overall.

In the last three-month period, some changes were made in the holdings of the fund. Two stocks were eliminated: Dominion Glass and Page Hersey Tubes. One stock was reduced: Canadian Bronze.

In the plus section, increases were not confined to any one section. Biggest increase was in Massey-Harris-Ferguson, with Dominion Tar, MacMillan & Bloedel, Gypsum Lime & Alabastine and CPR coming in for the lion's share.

Here are the changes in the fund's portfolio since Sept. 30, 1954:

Common Stock	Shares held at Dec. 31/54	Change since Sept. 30/54
Bell Tel.	3,500	+1,000
Building Prod.	3,120	+620
Can. Malting	2,100	+600
Cdn. Breweries	8,000	+1,400
Cdn. Bronze	725	—375
CPR	7,000	+1,700
Cons. M & S	6,000	+600
Dom. Glass	....	—1,200
Dom. Tar. & Chem.	15,000	+5,000
Gypsum Lime	3,000	+2,000
Howard Smith Pap.	5,000	+1,000
Imperial Oil	3,400	+60
MacMil. & Blo.	10,000	+3,500
Int. Nickel	5,000	+500
Massey-Harris-Ferguson	12,000	+10,000
McColl Frontenac	5,000	+1,000
McIntyre Porc.	2,000	+1,000
Moore Corp.	4,750	+750
Page Hersey	....	—80
Penman's Ltd.	1,100	+25

Commonwealth Int. Corp. Clips Paper, Power Stocks

MONTREAL (Staff) — Commonwealth International Corp. shuffled its common stock portfolio during the quarter ended Dec. 31, 1954, eliminating three stocks, cutting holdings in five, raising holdings in four.

Among the larger sales: 5,000 shares of each of Abitibi, B. C. Power and Consolidated Paper. Purchases included 5,000 shares of C.P.R. Actual transactions were as follows:

Stock:	Shs. held Dec. 31 1954	Change during quarter
Abitibi	15,000	—5,000
B. C. Power	5,000	—5,000
B. C. Tel.	3,000	+750
C.P.R.	11,000	+5,000
Cons. Paper	5,000	—5,000
Dominion Glass	1,500	—500
Goodyear Tire (Canada)	285	—715
Loblaw A	....	—1,500
Republic Steel	1,000	+1,000
Shawinigan W. & P.	....	—1,000
Standard Paving	7,500	+1,000
Union Gas	....	—1,000

Other portfolio transactions included 1,000 Cdn. Bank of Commerce rights received.

At Dec. 31, 1954, distribution of the fund's net assets was as follows:

Stocks:	% of net assets	
Agricultural implements	0.64	
Automotive	1.44	
Banking & finance	8.79	
Base metals	18.14	
Chemicals	0.94	
Construction	9.42	
Containers & packaging	1.83	
Gold mining	1.03	
Heavy industry	8.27	
Merchandising	5.30	
Oils	1.69	
Public utilities	5.42	
Pulp & paper	23.33	
Rwy. & rwy. equipment	5.95	
Miscellaneous	5.65	97.34
Bonds, cash, etc.		2.16
		100.00

Electric Reduction Co. of Canada, under an agreement signed with Olin-Mathieson, has acquired the right to offer in Canada a complete engineering service on the Mathieson process including both unit design and operation. The process is for generating chlorine dioxide.

IMPERIAL BANK OF CANADA

Warrants to Subscribe for Capital Stock

The Imperial Bank of Canada has offered to its shareholders, the right to subscribe at $32 per Share for Shares of its Capital Stock on the basis of three Shares for each seven Shares held of record at the close of business January 7th, 1955.

Payment for the Shares may be made in ten monthly instalments of $3.20 per Share, the first falling due on May 3rd, 1955 when the Rights will expire. Instalments may be paid at any branch of the Bank, and any or all of them may be paid in advance any time on or after February 1st, 1955.

Shares will rank for dividends immediately upon subscription, but only for the same proportion of any dividend as the paid up amount on the Shares bears to $32. Dividends are currently being paid on Imperial Bank of Canada Shares at the rate of $1.20 per Share per annum plus $.30 extra per Share in 1954.

Orders for the purchase or sale of Imperial Bank Warrants evidencing the right of subscription, or for the purchase or sale of Shares may be entered at any of our offices. The Shares are currently quoted at about $46.50 and the Warrants at about $14.25.

Enquiries will receive prompt attention.

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The January Issue of
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CANADIAN PACIFIC RAILWAY COMPANY
3¾% Collateral Trust Bonds due November 15, 1972
Redeemable on or after November 15, 1956
PRICE: 98.50 and accrued interest
YIELD: 3.87%

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We recommend
as a prime Corporation Investment

Imperial Oil Limited
3⅞% Sinking Fund Debentures
due February 1, 1975

Imperial Oil Limited, in its 75th year of operation, is active directly and through subsidiaries in all phases of the petroleum industry and is the largest Canadian producer, marketer and refiner of petroleum products in Canada.

After adjustments to give effect to the new financing, consolidated net tangible assets as of October 31, 1954 were equivalent to $5,160 for each $1,000 principal amount of long term debts to be outstanding.

Average annual consolidated earnings available for debt interest charges for the period of the past five years and ten months ended October 31, 1954, after provisions for depreciation, depletion and other write-offs, were equivalent to 18.9 times maximum annual interest requirements on all long term debts including this issue.

As principals, we offer these debentures subject to confirmation.

Price: 99.75 and interest to yield about 3.64%.

Interim debentures will be ready for delivery on or about February 1, 1955. Prospectus available upon request.

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MANAGED INVESTMENT

Latest Move Should Make Compton's Income Go Up

Compton's manager has switched out of a mining stock, Teck Hughes, in order to add to his holdings in Aluminium Ltd.

Compton already has 25 shares of Aluminium. Using the 25 "rights" attached to these shares, together with 25 purchased on the market, Compton will have the privilege of buying five more Aluminium shares under the company's recent offer (one new share for every 10 held). This will raise his expected annual income by $13.25, and still leave him with some cash left over.

Compton Account Transactions

No. of Rights	PURCHASED	Price Per Right	Amount
25	Aluminium rights(1)	$2.75	$70.25
No. of Shares	**SOLD**	**Price Per Share**	**Amount**
100	Teck Hughes common(2)	$4.50	$442.25

(1) Transaction made Jan. 11.
(2) Transaction made Jan. 10.

Compton's Manager Says:

As a further step toward an ultimate increase in Joseph Compton's income, the above "switches" in his investment portfolio were completed during the period ended Jan. 15.

On the sale of the 100 shares of Teck Hughes, Compton realized a profit, in cash, of $52.25.

It should be pointed out that the sale of any stock held in Joseph Compton's investment portfolio should not be construed as a reflection on that stock.

On the above mentioned "switch," there was a temporary decrease of $15 in Compton's annual rate of income; but as will be seen below, the net result of Compton's transactions between Dec. 15 and Jan. 15 actually raised his annual rate of income by $13.25.

With the 50 Aluminium Ltd. rights now held in the investment account (25 rights purchased and 25 received from the company) he proposes to subscribe for five additional shares at a cost of $46 per share.

As a shareholder of Aluminium Ltd., Compton is taking advantage of the offer of the company to purchase one new share for each 10 shares presently held, at a price of $46 Canadian.

With the purchase, by Jan. 31, of the five additional shares of Aluminium Ltd., Compton will then hold 30 shares of this company in his investment portfolio.

During the period ended Jan. 15, the following "switches" were completed in the account:

No. of Shs.	Purchases	Price Per Share
25	Int. Nickel	$56.75
25	Aluminium "rights"	2.75
No. of Shs.	**Sales**	**Price Per Share**
25	Can. Packers B	$35.125
5	Can. Packers B	35.00
100	Teck Hughes	4.50

As a result of the two sales, Compton received a profit, in cash, of $185.27. At the same time, the annual rate of income was increased to $1,238.25 as at Jan. 15.

Investment income amounting to $178 was received by Compton during the period ended Jan. 15. After the usual monthly withdrawal of $60, the balance of $118 was added to the cash account.

The Compton Account Now Stands:

No. of Shs.		Cost Per Sh.	*Mkt. Per Sh.
	Preferred Stocks		
120	York Knit. A	$7.75	2¼
	Common Stocks		
100	Abitibi	$12.76	26⅝
25	Aluminium	40.64	71¾
50	Aluminium (rts.)	1.40	2.57
25	Can. & Dom. Sug.	19.55	21½
25	C.P.R.	24.69	29⅛
50	Cockshutt	9.08	8
25	Distillers	29.60	32¼
100	Powell River	24.50	41¼
75	Hiram Walker	47.60	67
	Mining Stocks—Base Metals		
25	Cons. Smelt.	$17.00	29⅝
50	Hudson Bay	48.95	54⅞
75	Int. Nickel	44.41	56⅞
	Mining Stocks—Precious Metals		
15	Kerr-Addison	$16.25	16½

Current mkt. value of fund	$25,071.80
Prospective annual income	$1,238.75
Av. yield on orig. $10,000.00	12.39%
Av. yield on curr. mkt. value	4.95%

SUMMARY

	Book Value	Annual Income
Preferred Stocks	$935.00	....
Common Stocks	10,735.84	$752.50
Mining Stocks		
Base Metals	6,203.12	473.00
Precious Metals	244.75	12.00
Cash	597.66	....
	18,716.37	1,238.75

ANNOUNCEMENT

Crown Trust Announcement

LT.-COL. H. KENNETH INGRAM

Crown Trust Company announces the appointment of Lt.-Col. H. Kenneth Ingram as Manager of its London office. Mr. William J. Robinson will continue as Assistant Manager.

Lt.-Col. Ingram is a member of the Crown Trust London Advisory Board and was formerly Vice-President of Smallman and Ingram Limited, now Simpsons (London) Limited. He is a Past President of the London Chamber of Commerce and of the London Branch of the Canadian Red Cross Society. During World War II he commanded the 31st Regiment Artillery Reserve.

Crown Trust Company recently purchased a corner lot in the financial district of London and is now considering plans for the erection of an office building to provide improved facilities for taking care of its London business.

NOTICE OF SALE GLOBE PRINTING COMPANY

Chartered Trust Company has been authorized by the respective owners thereof to receive offers for the purchase of all of the issued shares of the capital stock of Globe Printing Company or for the purchase of the assets and undertaking of that Company.

Globe Printing Company publishes "The Globe and Mail" in the City of Toronto and is the owner of the land, buildings plant, equipment and subsidiary company used and operated in connection therewith.

Prospective purchasers should apply to Chartered Trust Company, 34 King Street West, Toronto, for copies of the terms and conditions of sale and other relevant information.

All offers must be submitted to Chartered Trust Company, 34 King Street West, Toronto, before 3 o'clock in the afternoon, E.S.T., on the 10th day of February, 1955.

Dated at Toronto, Ontario, this 10th day of January, 1955.

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By Macdonald & Macintosh,
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We require honest, dependable men or women, with a good background. We are not interested in "high pressure" types. We have set up an attractive finance plan to help you expand from a small start. No previous experience necessary, as our regional director will train you. This business may be operated from your home to start, in spare time, without conflicting with present employment. We have started others in a small way who have expanded into very large and lucrative business, and the same success can be duplicated, with sincere effort and courtesy, resulting in lifetime financial independence.

Applicants must have $1,200 immediately available (which is secured in starting inventory). If you can meet above requirements, reply, giving age, references, and if car available, including phone number for local interview, to

BOX 77, THE FINANCIAL POST, TORONTO

Aluminium Limited Rights

We have prepared a memorandum stating our reasons for advising holders of Aluminium Limited shares to exercise their rights.

Copies will be sent on request

Greenshields & Co
507 Place d'Armes, Montreal
Montreal Ottawa Quebec Sherbrooke Toronto

A. R. DAVIDSON
president of A. R. Williams Machinery Co.

C. H. KENNEDY
vice-president and gen. manager

H. J. A. CHAMBERS
director of A. R. Williams Machinery and associated companies.

Loan Company Planned By U.K. Firm

A new small loans company is planned by United Dominions Corp. (Canada) Ltd., the U. K.-backed sales finance firm.

Application has been made to Parliament for an Act to form United Dominions Loan Corp. The company would be a wholly owned subsidiary of United Dominions Corp. (Canada) Ltd., President Hamilton J. Stuart informs The Financial Post.

United Dominions Corp. (Canada) started business in this country just a year ago as an installment sales finance concern. Originally it was wholly owned by the United Dominions Trust, big U. K. finance firm. In June, additional capital was put in the business by J. Henry Schroder & Co., London, and Schroder, Rockfeller & Co. and associates in New York, giving them a 40% interest.

Main source of business of the Canadian firm so far has been financing of automobiles, but an increasing amount recently has involved financing of heavy industrial equipment, such as earth-moving machinery, and machine tools. Only one office—in Toronto—has been opened so far, but company officials say that business has exceeded expectations and other offices are being considered. Eventually, a country-wide operation is planned.

The small loans business would be handled through the office of the Canadian parent firm initially and expanded later, officials state. Several of the personnel in the sales installment finance firm have had considerable experience in the small loans field.

Dom. Woollens Fails To Pay Jan. Interest

Dominion Woollens & Worsteds Ltd. has failed to meet the regular Jan. 1 interest payment on its 5% sinking fund debentures due 1964.

No official statement had been issued to debenture holders by the company at midweek. Holders discovered the situation when they turned in their interest coupons for payment, and were refused.

The company showed losses of $724,000 and $482,000 in 1951 and 1952, respectively, but in 1953 managed to get in the black again to the extent of $61,000. In the past year, however, operations are understood to have been unprofitable once more.

Employees accepted a wage cut last spring to help cut costs. This evidently hasn't been sufficient to offset the drop in business blamed on import competition. No improvement appears to be in sight at the moment, The Post is told, although operations in the last couple of months are understood to have produced a small cash income before depreciation. Ottawa is currently reviewing the tariff on woolen goods.

What action may be taken on the Feb. 1 interest payment of the 6% first mortgage bonds due 1963 isn't known. This $250,000 issue was sold to the president, Henry Barrett, and Gairdner & Co. (J. A. Gairdner is vice-president) last year to pay off the previous issue of first mortgage bonds which matured Feb. 1, 1954.

There were $1,049,300 sinking fund debentures outstanding at Dec. 31, 1953.

IAC Financing Gets Under Way

MONTREAL (Staff)—Industrial Acceptance Corp.'s new $10 million issue of 4½% $100 par preferred stock was expected to be offered at par this week by a large group of dealers headed by Greenshields & Co. and Wood, Gundy & Co.

Creation of the new issue was approved at a special shareholders' meeting. It will provide funds for redemption of preferred shares now outstanding and for financing a larger volume of business.

IAC has called for redemption on Feb. 17 all preferred shares outstanding. Call prices are as follows: for the 5% par $100 issue, $105 per share; 4¼% par $100 issue, $102 per share; 5% par $30 convertible issue, $31.50 per share; and 5% par $40 issue, $42 per share.

However, since both of the last two issues are convertible into common on a share-for-share basis, and the common is selling around $52, they are expected to be entirely converted. This will reduce IAC's outlay for redemption purposes to around $2.6 millions, leaving over $7 millions for financing business expansion.

U.K. Company Spreads Out In Canadian Machine Tools

Staveley Coal & Iron Co.—big U.K. machine tool manufacturer—has now secured control of the biggest machine tool organization in Canada.

Recent acquisition of the A. R. Williams Machinery Co., Toronto and A. R. Williams Machinery Western Ltd. of Vancouver and its wholly-owned subsidiary, Pacific Tractor & Equipment Ltd., rounds out a Dominion-wide program that puts the U. K. company in the forefront of the special machine tool business in this country.

Several months ago Staveley purchased control of Modern Tool Works, Toronto, a leading Canadian firm in manufacture of special production machine tools. It already holds control of Standard Machine & Tool Co., Windsor, an expanding firm specializing in high production machine tools particularly for the automotive industry. Combined sales volume of the entire Canadian holdings are estimated to run over $10 millions annually.

The A. R. Williams group of companies is one of the only two machine tool organizations operating in Canada that maintains a cross-country chain of direct sales outlets.

The parent company, established for 75 years and the A. R. Williams Machinery Western, established for 48 years, and the Pacific Tractor & Equipment, operating for eight years, are distributors throughout Canada of machine tools, mechanical handling equipment and other types of machines and engineering products. These products include the lines of James Archdale & Co. and George Richards & Co., who are English machine tool subsidiaries of the Staveley Coal & Iron Co. It is expected that the A. R. Williams group will become the main sales distributing company for all Staveley mechanical products being offered in Canada.

It is known that Staveley has further expansion plans for its Canadian organization and that a more closely-knit corporate setup may emerge later in Canada.

A. R. Davidson, vice-president and secretary treasurer of Standard Machine & Tool Co., Windsor, vice-president of Modern Tool Works, Toronto has been appointed president of A. R. Williams; Charles H. Kennedy, who organized the Pacific Tractor & Equipment Ltd. in 1946 and has been general manager of the A. R. Williams Machinery Co. since last July, has been appointed vice-president and will continue as general manager.

Mr. Kennedy was also appointed president and D. S. Montgomery will continue as a director of A. R. Williams Machinery Western Ltd. and its subsidiary Pacific Tractor & Equipment Ltd.

H. J. A. Chambers, president and general manager of Standard Machine & Tool, Windsor and president of Modern Tool Works, Toronto, A. R. Davidson, C. H. Kennedy, W. Archdale and J. P. Hunt comprise the board of directors of A. R. Williams Machinery Co.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Financial

RESOURCES OF CANADA INVESTMENT FUND LTD. net profit for the year ended Sept. 30, 1954, amounted to $39,139, 19.9% less than net for the previous year of $48,849.

The application to the Securities and Exchange Commission of the United States for registration under the Investment Company Act of 1940, originally authorized in June of last year, was not proceeded with, says President J. E. Savard. It became apparent that for an American investor to gain maximum tax advantage, company would have to qualify as a non-resident-owned investment corporation, with 95% of the issued shares owned by non-residents of Canada.

Consequent on this decision, it has been decided to reduce the number of directors from 15 to five, says the president, and shareholders will be asked to confirm a bylaw to that effect immediately preceding the annual meeting on Jan. 27.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Total income	$47,654	$60,225
Less: Gen. exps.	8,152	10,692
Inc. tax res.	363	684
Net profit	39,139	48,849
Less: Dividends	28,396	49,287
Surplus for year	10,743	▴438

▴Deficit.

Earnings per Share and Dividend Record:		
Earned*	$0.18	$0.21
Paid	†0.13	0.21

*Based on number of shares outstanding as calculated from dividends paid. Period ended Sept. 30.
†Three quarterly divds.

CONDENSED BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$28,091	$6,933
Accts., etc., rec.	1,683	1,349
Investments▴	527,600	1,212,347
Organiz. exp.	......	20,370
Total assets	557,374	1,240,999
Due on cap. red.	6,311	......
Accts. pay.	1,004	1,595
Capital stock	290,006	287,624
Paid-up surp.:		
Capital sect.‡	144,570	888,573
Invest. surp.	107,432	56,475
Earned surp.	8,051	6,732
▴Market value	512,913	997,130

‡Arising from issue of com. shs. after crediting $1 per sh. to cap. stock.

Alcan Hikes Price in U.S.

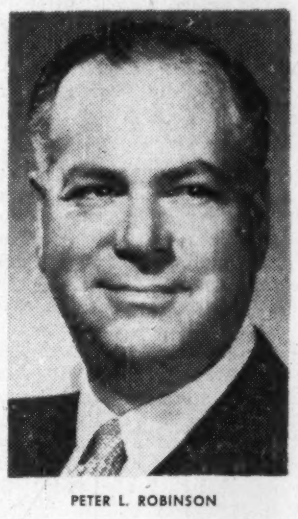
MONTREAL (Staff) — Following action by three U. S. primary aluminum producers, Aluminum Co. of Canada late last week boosted its ingot price in the U. S. market by one cent per lb.

The increase was effective immediately, although shipments against orders accepted prior to Jan. 13 will be marked with the old price tag through Feb. 9. On the basis of U. S. business last year, Alcan's revenue will increase by some $3.9 millions annually.

Reynolds Metals Co. touched off the general boost, when it raised aluminum pig of 99% purity from 20½c to 21½c a lb. It was followed a few days later by Alcoa and Kaiser.

Alcan sells ingot in the U. S. at U. S. pig price. It raised Canadian and overseas prices by ¾c per lb. early this month.

ANNOUNCEMENT



PETER L. ROBINSON

Whose partnership was recently announced in the firm of Goodwin Harris & Company, stock brokers and bond dealers of Toronto and Sarnia, members of The Toronto Stock Exchange and The Investment Dealers' Association of Canada. Mr. Robinson has been associated with the investment business for many years.

PROVINCE OF NEW BRUNSWICK

3¼% SINKING FUND DEBENTURES

TO MATURE FEBRUARY 1, 1970
(NON-CALLABLE)

PRICE: 96.25 AND INTEREST
TO YIELD ABOUT 3.57%

BELL, GOUINLOCK & COMPANY
LIMITED
ESTABLISHED 1920
MONTREAL TORONTO WINNIPEG
LONDON HAMILTON KITCHENER

KERNAGHAN & CO. LIMITED
Members: The Investment Dealers' Association of Canada
E. B. Kernaghan F. C. Woolley W. W. Davison
K. A. W. Sutherland J. F. Willis
2nd Floor, 67 Richmond St. W. Toronto
EM. 4-4256 EM. 8-4894

COMMUNITY PLANNING REVIEW
Volume IV, 1954.

The Community Planning Review Volume IV, 1954, contains 115 pages of well-illustrated articles on town and regional planning in Canada. The subjects include: metropolitan growth; the "new towns"; churches in community planning; the universities and community planning in Canada; planning administration; five years of planning in Edmonton; aids to urban repair and replacement. Price per copy $2.00. Membership in the Association is $3.00 per year, which membership entitles you to four issues of the **Community Planning Review** and at least six issues of the **Community Planning News/Nouvelles d'Urbanisme.**

Community Planning Association of Canada,
77 MacLaren Street, Ottawa 4, Ontario.

NEW ISSUE

$3,000,000
(300,000 shares)

THE ONTARIO JOCKEY CLUB LIMITED
(Incorporated under the laws of the Province of Ontario)

6% Cumulative Redeemable Convertible Preference Shares Series A
(with a par value of $10 each)

These 6% Cumulative Redeemable Convertible Preference Shares Series A shall be entitled to fixed cumulative preferential cash dividends (accruing from February 8, 1955) at the rate of 6% per annum, as and when declared by the board of directors, payable quarterly on the fifteenth days of January, April, July and October in each year by warrant or cheque at par at any branch of the Company's bankers for the time being in Canada (far northern branches as may from time to time be designated by such bankers excepted); entitled on liquidation, dissolution or winding up of the Company or other distribution of assets of the Company among its shareholders for the purpose of winding up its affairs to receive the amount paid up on such shares together with all accrued and unpaid preferential dividends and if such liquidation, dissolution, winding up or distribution be voluntary an additional amount equal to 50¢ per share in priority to the common shares or shares of any other class ranking junior to the Preference Shares Series A. The Preference Shares Series A are to be redeemable at any time in whole or from time to time in part on at least 30 days' notice at the amount paid up thereon plus a premium of 50¢ per share together with all accrued and unpaid dividends thereon.

Conversion Privilege

The holders of these Preference Shares Series A will have the right, exercisable in a stipulated manner, at any time up to and including but not after January 15, 1965 or, in the case of any shares called for redemption, up to the close of business on the third business day prior to the date fixed for redemption, whichever may be earlier, to convert all or any of the Preference Shares Series A into fully paid common shares without par value as the same shall be constituted at the time of conversion upon the following basis:

(a) 4 common shares for each one Preference Share Series A converted on or before January 15, 1958;
(b) Thereafter 3 common shares for each one Preference Share Series A converted on or before January 15, 1961;
(c) Thereafter 2 common shares for each one Preference Share Series A converted on or before January 15, 1965.

The provisions attaching to the Preference Shares Series A provide for the adjustment of the conversion right in certain events including a subdivision or consolidation of common shares and the payment of a stock dividend on common shares.

In the opinion of counsel, these Preference Shares Series A will be investments in which the Canadian and British Insurance Companies Act (Canada) states that companies registered under Part III thereof may, without availing themselves for that purpose of the provisions of subsection (4) of section 63 of said Act, invest their funds.

The Company has made application for the listing of these Preference Shares Series A on the Toronto Stock Exchange.

We, as principals, offer these Preference Shares Series A subject to prior sale and change in price, if, as and when issued and accepted by us and subject to the approval of all legal matters on behalf of the Company by Messrs. Ludwig, Fisher & Holness and on our behalf by Messrs. Fraser, Beatty, Tucker, McIntosh & Stewart.

PRICE: $10 per share flat

Subscriptions will be received subject to rejection or allotment in whole or in part and the right is reserved to close the subscription books at any time without notice.

It is expected that interim share certificates will be available for delivery on or about February 8, 1955.

A copy of the prospectus will be furnished on request.

Burns Bros. & Denton Limited
W. C. Pitfield & Company Limited
Greenshields & Co Inc
Ross, Knowles & Co. Ltd.
Midland Securities Corpn. Limited
Gardiner, Annett Limited
Doherty Roadhouse & Co. Ltd.
Seagram & Company

The Editorial Page

Equality For Which

To those responsible for this nation's economic policies, this year will not be an easy one. That was a warning of Royal Bank Chairman James Muir in his annual address to shareholders last week. We are not quite sure, he says, that inflation has been entirely cured, and we are less sure that serious deflation is not just ahead. "We know in general what the proper medicine is," said Mr. Muir, "but we do not know exactly when it should be taken or how much the dose should be."

Mr. Muir had some important and practical suggestions. He urged we should consider what policy is best in the long run not for a nation of 15 millions but for one of at least 30 millions. "Our future," he added, "depends not on what the rest of the world thinks of us: what the rest of the world thinks of us depends ultimately on what we think of ourselves." And, says Mr. Muir, we should think in a big way. "Before we can be a great nation, we must begin to act like one."

Our pressing problem of high production and foreign competition, says Muir, is not going to be quickly and easily solved by hoisting tariff walls. "I am still of the opinion that Canada's future lies on the side of improving her competitive position rather than isolating herself behind heightened barriers to trade. This is the only policy consistent with her present and future position as a great trading nation."

To keep down costs and improve our world competitive position, Mr. Muir suggests that we explore several channels. The level of corporation taxes is one. The total cost of social welfare is another.

In bringing about greater equality for all, we may find, he says, that everyone merely gets a share of a smaller pie, whereas our great need is for an ever larger pie. Mr. Muir sums it up this way:

> "Today, our progressive income and inheritance taxes have brought about a measure of equality unknown only a few generations ago. In this process we have achieved a most desirable result: we have raised the welfare level of great numbers of people. But, unfortunately, we have in the same process discouraged to some extent the incentive to produce. In other words, heavy taxation in the interest of equality may, in its extreme form, create equality of poverty, not equality of wealth."

Of direct and vital interest to exporters are two other channels of exploration suggested by Mr. Muir. The first is our high priced dollar that "imposes a tax on exports and a subsidy on imports:" The second is the setting up of a public corporation "to finance longer-term obligations arising out of export trade." Mr. Muir makes specific suggestions in the hopes of "clear headed public discussion."

The head of the Royal Bank has given Canadians a penetrating, thoughtful discussion of basic issues.

Dawn of the New Age

In the House of Commons last week, Trade and Commerce Minister Howe said that "six or eight" private industries have been invited to submit proposals for developing private atomic power plants and that it is hoped one can be chosen to work with Atomic Energy of Canada Ltd.

Howe described the scheme as similar to that in the United States where the primary objective is to hasten the day when atomic-produced energy can compete economically with other sources of power—coal, oil and water.

Many sections of the industrial community in this country have been carrying out extensive research on possible applications of atomic energy.

But now at least one industry is to get the blessing—and the help—of the Federal Government in its research and development.

Choice of the particular firm to work with Chalk River will be the first formal step in moving atomic energy out of the Canadian Government incubator and into the market place where its presence will eventually be felt by all Canadians.

When Texans Open A Bank

Canadian banks, in recent years, have shed quite a lot of their old-time starchy dignity. They have added chrome and flashing lights, and proclaim with a certain amount of modest fanfare, the opening of new branches.

But in comparison with a colleague in Texas, they are still safely conservative.

Down in Uncle Sam's largest state, the Republic National Bank opened a new building in Dallas the other day. It was quite a structure, dozens of stories high, all aluminum on the outside and with gold-plated drinking fountains scattered about the main floors.

When it was finally ready for business, down the street paraded 100 high-kicking dancing girls in 10-gallon hats and cowboy boots preceded by bands and floats.

Inside there was a 750-foot bar that dispensed milk punch and other beverages from 8.54 a.m. on.

The party is reported to have lasted for several weeks. It was finished off with a banquet featuring two tons of roast beef, a symphony orchestra and $200,000 worth of flowers.

Some bankers, these Texans.

Bob Saunders

Premier Leslie Frost will have to search far and perhaps long before he can hope to fill the shoes of Bob Saunders of Ontario Hydro killed in a plane crash.

It didn't make any difference to Bob Saunders whether the job was big or small. One day he might be selling the great St. Lawrence power project down at Washington. The next he might be turning on the first light in some remote Indian hamlet on Georgian Bay. To each undertaking Saunders gave his whole attention and his brimming enthusiasm.

To every rural user of the Hydro each year came an invitation to bring any complaints personally to the chairman, at his University Ave. office, in Toronto. And Bob Saunders meant it.

To hundreds of thousands of people in Ontario and to many thousands far beyond Ontario, the name of Bob Saunders and the Ontario Hydro were one and the same.

In replacing such a public servant there must not be the slightest breath of party patronage. This job is one of the biggest in Ontario and the country. It demands the best possible brains and personality available.

Case for Driving Tests

Among proposals considered by a recent traffic conference in Toronto was one calling for periodic driving tests.

This suggestion seems sound enough in that it hits at human frailty and carelessness.

But such examinations wouldn't eliminate the discourteous driver who, with his boorish highway habits, is responsible for many smashups and deaths. In a formal test he would be on his best behavior and would likely pass with flying colors.

A Big Loss for Both

Little seems to have been accomplished by the Ford strike except for the dubious achievement of breaking the former 99-day record (Ford 1945) for a strike in the automotive industry.

For Ford workers, the marathon strike has meant a direct pay loss of some $9 millions. Added to that is the incalculable wage loss for employees of supplier industries idled by the walkout.

Another important factor is the loss of markets. Vehicle sales usually reach their peak in this country during April and May with well over 50% of sales made in the period from March 1 to July 31. But a sizeable chunk of the annual selling, usually almost 20%, takes place in the months of November, December and January. For Ford salesmen this model year those months are unhappy blanks on the calendar.

It is safe to assume that some customers who would normally buy Ford products will this year have switched to another manufacturer rather than wait until such time as Ford's cars and trucks appear on the market again. For Ford those customers are lost for this year and buying habits being what they are, they may be lost for many future years too.

Union leaders argue this loss of markets means big losses to the company and helps force it to settle.

What they don't say is that any drop in Ford sales eventually hits Ford employees. The brainpower behind the union decision to strike would surely be an interesting study.

This Concerns Both

It is to be hoped that at least some of those who are responsible for United States tariff policies are readers of the American Metal Market. If they are they will see these wise words from a recent editorial:

> "A nation must be able to sell its goods to us or make an equivalent transaction in order to buy products from us. To few countries does this apply as much as between Canada and the United States. Damage done by excluding or restricting Canadian products from our markets is eventually reflected to a greater or lesser degree in our markets in Canada . . . As it stands today, in addition to being one of the few foreign countries in which the American investor feels he can put his money safely, with assurance of reasonable return, Canada is adding to its importance as a source of the vital raw materials on which our economy depends. It is to the interest and well-being of both nations that they should continue to treat each other with a maximum of the good feeling . . . The security of each nation, it is freely recognized, is bound up in the security of the other. The economic well-being of each is no less a mutual affair."

That is true.

On this continent particularly, tariffs today are much more than matters of local or regional concern. Great industries that employ vast numbers of men on both sides of our international border are affected, as well as the millions of consumers who depend on those industries for finished products.

It is no longer just a matter of boosting a tariff to help out some little group and win a few critical votes. Such boosts today might well cripple great segments of the North American economy with grave injury to millions on both sides of the border.

In Kubla Khan's Day Too

Disclosure by the income tax board that a still-un-named firm sought tax deductions for a lavish retreat for the rest and entertainment of its friends has raised some excitement in certain quarters.

The problem seems to have arisen before. As evidence we cite the Coleridge saga about Kubla Khan.

"In Xanadu (CANADA?) did Kubla Khan
A stately pleasure-dome decree;
Where Alph the sacred (ST. LAWRENCE?) river ran
Through caverns measureless to man
Down to a sunless sea."

Later on, we come to what appears to be a description of a hydro-electric power project.

"And from this chasm, with ceaseless turmoil seething
As if this earth in fast thick pants were breathing,
Amid whose swift half-intermitted burst
Huge fragments vaulted like rebounding hail,
Or chaffy grain beneath the thresher's flail."

And, the poet goes on,

" . . . mid this tumult Kubla heard from far
Ancestral voices prophesying war."

That must refer to the income tax board.

Later we get to the point where, having been exposed to softening influences, the officials decide to undertake construction projects.

"A damsel with a dulcimer
In a vision once I saw;
It was an Abyssinian maid,
And on her dulcimer she played,
Singing of Mount Abora. (OR SOME DAM-PROJECT SOMEWHERE?)
Could I revive within me
Her symphony and song,
To such a deep delight 'twould win me,
I would build that dome in air,
That sunny dome! Those caves of ice!" (NORTHERN ROAD CUTS?)

The poem closes with instructions to see that the officials sober up before returning to their jobs.

" . . . Beware! Beware!
"His flashing eyes, his floating hair!
Weave a circle round him thrice,
And close your eyes with holy dread,
For he on honey-dew hath fed,
And drunk the milk of Paradise."

Gee whiz; What some contractors go through!

Napier Moore's

Scratch Pad

BACK IN 1776, in a speech made at the State House in Philadelphia, one Samuel Adams referred to the British as "a nation of shopkeepers." Napoleon is supposed to have used the same phrase with a nasty sneer. The British, of course, took no notice whatever of such jibes and contentedly ambled along the way of commerce.

One of the functions of the Royal Navy was to protect the seaway of commerce. It still is. But in the good old days, by gad, sir, the Lords of the Admiralty would have suffered strokes had anyone dared to suggest that their ships do a spot of open trading.

So it was that we got a bit of a shock the other day when a girl we know came back from a visit to a British flagship which, lying off Nassau, held a public inspection day. She came back with picture postcards of the ship, for which she had paid sixpence apiece, an ashtray, and some very nattily packaged boxes of chocolates she had purchased on board at reasonable prices.

We were brooding about this, wondering if Nelson sold picture postcards of the Victory, when we ran into an American official we know. He looked at our furrowed brow and asked if we were worried about something. So we told him. He said, "Oh, that's nothing. Our naval ships do the same thing."

We also were just a trifle shaken when we learned that Her Majesty's cruiser Superb has a press officer as part of her complement.

We can't think of any good reason why a warship shouldn't have a press officer. Or why it shouldn't sell postcards and candy as souvenirs to the visiting public. We're just being mid-Victorian, we guess.

* * *

INCIDENTALLY, one evening during her visit Superb encountered a problem. She lay beyond the harbor bar. Some 200 of her officers and men were ashore. Then up came a strong Nor'wester which churned the sea into such turbulence that none of her launches, barges or pinnaces could get out to her. The shore-leave quarter of her complement were stranded for the night. Even the Vice-Admiral couldn't get back. Now Nassau is a small place. It isn't easy to suddenly put up 150 to 200 unexpected guests. But the local officials went into action. They took over a civic centre. They sent out calls to private homes. And every tar had a place to sleep that night.

As we write, Superb is steaming past our living room window. She is probably off to the lee side of the island to collect her missing.

* * *

HALF WAY THROUGH JANUARY we are daily receiving shoals of Christmas cards mailed from various parts of Canada early in December. And, while the old custom is to take Christmas cards off display on Twelfth Night, we continue to keep ours in view. They'll probably be in view for ever.

When our cards first started to arrive, we were seized by what we thought at the time was a good idea. Our living room has the glory of what is known as a "cathedral roof." In a burst of energy we got a tall step ladder and fixed long lines of string from end rafters to end rafters. Over the strings we hung the cards. It looked very gay, and our friends said, "What a clever idea!" But as day after day fresh loads of cards arrived, the job of putting up additional strings and of climbing up and down the ladder became arduous. We figure that our total climbing to date is equal to the ascent to the South Col of Mount Everest. And we've had enough.

* * *

SOME OF THE CARDS arriving from Britain bore the marks of tragedy. On the sadly stained envelopes was stamped "SALVAGED MAIL—AIRCRAFT CRASH, PRESTWICK, 25-12-54."

And one card, from an American diplomat in Czechoslovakia, came in an envelope bearing a postage stamp the design on which was a very large, if ancient, cannon with a spray of laurel leaves on top.

* * *

MOST NEWSPAPERS, and magazines, rejoice over a total sellout. So our eyebrows rose when in the Nassau Tribune we saw a notice announcing that they'd like to buy back any copies of a certain issue for which its readers had no further use, and that in response to a phone call a messenger would be sent to collect them.

* * *

WE MET A MONTREALER the other day. Clad only in shorts, he was reclining in a deck chair in front of a very expensive hotel. He looked glum. We asked him if he was enjoying his stay. He said: "No. I cleaned up enough on the stock market to pay for this trip. But if I'd stayed home I might have made a bit more."

Stop Me If . . .

Claude, young man about town, returned to his flat after having lunched well but unwisely. He was met by his valet.

"Well, Jerome," he said, "and what is it now?"

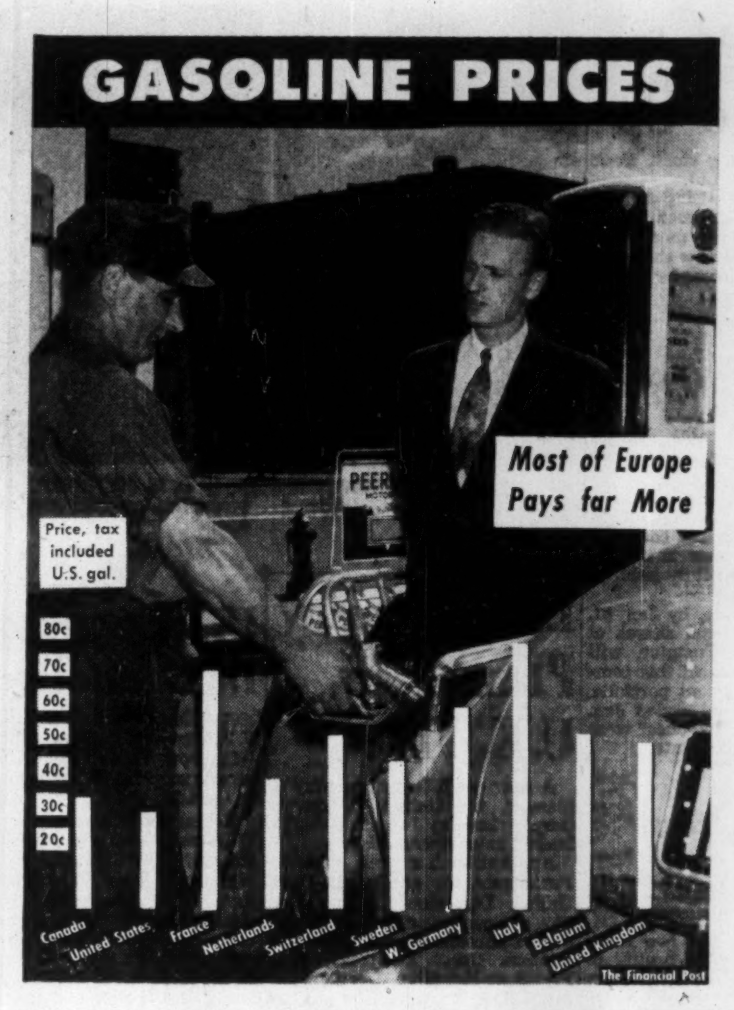
"Pardon me, sir," said the valet, "a man wishes to see you. Looks like a man with a bill."

Claude looked wonderingly at the man. "Man with a bill?" he echoed. "Don't be an ass, Jerome. Must be a bird."

* * *

During the recent market flurry in the shares of uranium mines, one broker telephoned a lady customer to recommend XYZ Mines. It was, he explained, a gamble, but news from the property was good and with the way other mines in the district were being developed, there was a good chance for a quick profit.

The lady, a gambler of long but not too fortunate experience, finally gave him a buying order in these terms: "Well, buy me 1,000 shares at a dollar; and if it ever gets back up there again, sell it."



Post Scripts

Keeper of the Biggest Inn

Approach the registration desk of the Royal York Hotel in Toronto at one of the busy periods of any day and there's a very good chance you'll see the burly figure of the new manager mingling with the new arrivals and greeting a lot of them.

Angus MacKinnon, recently appointed to the hotel's top position after almost 20 years as assistant manager, believes the size of the hotel he heads should not preclude personal service.

MR. MACKINNON

Mr. MacKinnon carries it off with a quiet but genial dignity in keeping with the atmosphere of Canada's largest hotel. If a manager acts that way, the attitude is bound to be reflected in the rest of the staff, MacKinnon believes. It is all part of the improved service that guests have come to expect as they travel more and get used to living in hotels.

And as service in hotels improves, so does the general atmosphere, thinks MacKinnon. More and more, wives are accompanying husbands on conventions which means parties break up earlier, guests are less boisterous and there is generally a "better atmosphere."

One of the biggest problems for large hotels, MacKinnon says, is the slack week end. Serious consideration was given to lowered week end rates but study showed that with an increasing number of week ends being taken up by special public attractions such as the Grey Cup, exhibitions and fairs, week end package rates wouldn't be practical.

The policy now is promotion of week end conventions and meetings where business can be transacted on the Saturday morning and the rest of the week end given over to pleasure — hockey or football games, social get-togethers.

There was little doubt who would succeed Jack Johnson as manager of the Royal York. Angus MacKinnon started with the Canadian Pacific in 1922 as an office boy, acted as secretary to several senior men in the company on the strength of shorthand and typing learned at night school, joined the four-year-old Royal York in 1934 and has moved through every department on his way to the top.

Born at Paisley, in Ontario's Bruce County, he was educated there and at Jarvis Collegiate, Toronto. He was well known as an athlete in years past starring in lacrosse as a member of an all-star Canadian team that played international matches in Baltimore. He also participated in hockey, basketball and handball.

During the latter part of World War II, he was in charge of all feeding of the Canadian army. He had moved up from feeding of troops in the London and Toronto areas to the position of Assistant Quartermaster General at Ottawa with the rank of lieutenant-colonel. He was awarded the Order of the British Empire in 1945.

* * *

The Builders' Boss

For the second time in its 37-year history, the Canadian Construction Association has named a westerner—this time, William G. Malcom, president of Malcom Construction Co., Winnipeg—as its president.

A quiet-mannered, deliberative-looking man, Malcom is the fourth generation of his family in the construction industry; his only son, working with the family business, is the fifth. Malcom Sr.'s father founded the Winnipeg firm in 1900; his grandfather had been in the same line of business in Owen Sound, Ont., as was his great-grandfather in County Antrim, Ireland.

Malcom was five years old when the family company was started. One of its first construction jobs was the building of Augustine United Church, a big job then. At the present time, the company has about $3.5 millions worth of construction either under way or on the drawing board making business volume about 30 times what it was 15 years ago.

Malcom's first experience in the construction industry was in 1914-15 with the Northern Construction Co. in helping to complete the last lap of the then Canadian Northern Railway in British Columbia. About the time it was finished he enlisted in the armed services, was an active service in France, and wounded at Passchendaele in 1917.

In 1922 he joined his father in the Malcom Construction Co. On his father's death in 1935 he took over management.

He is a former president of the Winnipeg Builders' Exchange, has been a member of the Fair Wage Board of Manitoba representing the construction industry, a member of the panel of referees for the Unemployment Insurance Commission, the Winnipeg Town Planning Commission and the Winnipeg Housing Committee.

For several terms he has been Manitoba vice-president of the organization of which he is now president. He is a member of the Winnipeg Rehabilitation Commission and representative of the construction industry on the council of the Winnipeg Chamber of Commerce.

* * *

New Chrysler Secretary

A young six-foot-tall lawyer from the Ottawa Valley, Allan Foran, has been appointed secretary of Chrysler Corp. of Canada.

With a background that included truck driving and construction labor jobs as well as a stint as navigator with the RCAF, 29-year-old Foran joined Chrysler 18 months ago as legal counsel, was named assistant secretary last May and began his present job Jan. 1.

MR. FORAN

His interest in law started early in boyhood talks with his grandfather who was then chief of police at St. James, Man. Foran's parents are residents of Pembroke, Ont.

The new Chrysler secretary was born in Winnipeg in 1925, was graduated from de LaSalle Oakland's College, Toronto, and then joined the air force. He received his bachelor of arts degree from St. Michael's College, University of Toronto in 1947 before enrolling at Osgoode Hall. He was called to the bar in 1950.

Foran was active in sports, particularly football and hockey, in his early university days but was eventually sidelined by a back injury.

A brief association with two Toronto legal firms, both specializing in commercial law, preceded establishment of a law partnership with Ralph McCreath, former figure skating champion.

Since joining Chrysler in September, 1953, Foran has read extensively on subjects allied with the automobile industry and has made a point of visiting Chrysler plants and touring assembly lines.

He feels a large corporation offers wide opportunity for a man with legal training, while the training has proved valuable in his dealing with problems quite unrelated to law itself.

He is a member of the Essex Law Association, the Knights of Columbus and serves as a director of the Riverview Hospital, Maryvale Vocational School, Riverside Kiwanis Club and the Windsor Club, all in Windsor.

In 1948, he married the former Elinor Gower of Toronto; the Foran's now have three small children.

What Others Are Saying

Editorial of the Week

Value for our Money

Comox (B.C.) Free Press

Before we raise an outcry against the latest request for increases in teachers' salaries, let us consider that their job is one of the most responsible in existence.

Not only are they responsible for what the students know today but they are in part responsible for the kind of citizens and leaders that these students will become in years that lie ahead.

Teaching is a job which should command a reasonably high salary but at the same time is is a job from which the taxpayers can demand a matching high standard of efficiency.

Are we satisfied that we are getting value for our educational dollar? Do businessmen and industrialists feel that the students who seek employment are of a standard that warrants the education costs? Do parents, watching the progress of their children, feel they can say that their offspring are proof that the system is giving value for money?

These are the questions we should ask before we voice our objections to any type of increase in the price of learning.

If the answer is yes, then the teachers should have higher salaries. If the answer is no, then we have a right to expect improvements in the standards and the system before we pay out more money on wages.

Other People's Views

IF 1954's MAN OF THE YEAR, says the **Winnipeg Free Press**, "is to be judged on the impact he made on the world, on his accomplishments, or even on his newsworthiness, it is difficult to see any figure on the horizon except that of M. Mendes-France."

MP's ARE PUBLIC SERVANTS, points out the **Sudbury Star**, and should serve as such. "Time was when election to office was considered an honor in the public eye. Today, the public thinks less of the honor of the office and more of the ability of their representatives as business administrators."

COMPETITION IS BECOMING KEENER and frequent warnings about high costs in Canada must be taken seriously, points out the **Nanaimo Free Press**, "but there seems good reason nonetheless to feel that with energy, aggressive, intelligent and resourceful selling, 1955 can be the best in business history."

LET'S NOT FOOL OURSELVES if we have to subsidize the gas pipe line to Eastern Canada, says the **Calgary Herald**. "If, in the interests of national security or economy, it is deemed necessary to subsidize the pipe line then let it be an honest subsidy. Let the Canadian taxpayers pay equal shares and let the government in Ottawa tell them what the bill is going to be."

SUNSHINE SKETCHES were not written about a mythical town but about Orillia and that town should get more credit, protests the **Orillia Packet and Times**. "While Professor Leacock, in his public utterances on the subject never admitted that he had used Orillia as the setting, there is no doubt that he did so. The many similar names of people and places are proof enough. If additional proof is needed it came from the late B. K. Sandwell, a friend of Leacock's for many years."

SOME SERIOUS PROBLEMS for Canada are on the agenda for 1955, warns the **Victoria Times**. "The most immediate and serious is the quarrel between the Federal and Quebec Governments because it affects not only the nation's racial unity but the financial affairs of all the provinces. From now on until it is settled this dispute will certainly form the core of national and provincial politics as well. Thus 1955 may turn out to be a decisive year in Canada as in the world at large."

The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada
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Ottawa: Michael Barkway, 205 Clemow Ave., 2-6349.

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January 22, 1955

WASHINGTON VIEW

He Wants to Increase Trade

Quiet Jere Cooper Explains Some U. S. Problems

By MICHAEL BARKWAY

WASHINGTON (Staff.) — President Eisenhower's foreign trade program will be "expedited" through the Congress just as fast as the Democratic leadership can manage.

This was the assurance given The Financial Post by Jere Cooper, 61-year-old Tennessee Representative who has just become Chairman of the very influential Ways and Means Committee of the House.

"The Democratic leadership," said Mr. Cooper, "is anxious that the foreign trade program should be its first major legislation."

Representative Cooper is a quiet, courteous southerner with all the native caution of rural Tennessee. In his 20-odd years in Congress he has never become well-known, never sought publicity (which is something very unusual in that body), and has earned the reputation of being most uncommunicative with the Press.

But he has been a studious and diligent Congressman; and in that inexpert Company his knowledge of tariffs and taxes (principal responsibilities of the Ways and Means Committee) has earned recognition and respect.

He has always believed in freer international trade, he told me directly he'd seated me in the leather chair in his office. (Those Congressional offices always faintly remind you of the smoker in a Pullman car, with their linoleum floors, green leather chairs and huge brass cuspidors. Mr. Cooper's is lined with photographs. Many of them are of the wife and son both of whom he has lost since he was in Congress, personal tragedies which have earned for him the description, "The loneliest man in Congress").

His Stand on Trade

He said: "I oppose both the 'peril points' and the 'escape clause' provisions in our trade legislation. But perhaps they are not too detrimental now. Both of them give discretion to the President, and the President has shown that he won't use them to obstruct trade. At any rate he has not even asked for their removal, and it isn't on the program for this session."

"You know," he went on, "that I went over to Geneva for the first three weeks of the GATT meeting with the U. S. delegation; and I made a statement there about the Democrats being determined to put through the foreign trade program. Your Mr. Wilgress (Dana L. Wilgress, Canadian chairman of the GATT conference) told me it was most helpful. He was very pleased with it.

"Those Europeans seemed to have the idea that the split between a Republican president and a Democratic Congress would make it impossible to get anything done. Actually it's about the best situation we could have for the foreign trade program.

"As soon as I got back from Geneva, I conferred with Sam Rayburn, (Democratic Speaker of the House) and we agreed to push foreign trade as the first item of business. I had a busy time drafting a bill. But there it is. I introduced it on January 5, and it is House Resolution No. 1. As soon as President Eisenhower sent his message on foreign trade to the Congress — the same day — I announced hearings on my bill." (They actually started this week, with the first week being devoted to supporters of the legislation. Next week will be devoted to opponents.)

"I hope we'll finish hearings in two weeks — within a day or so, Then the Ways and Means Committee will, of course, go into executive session on the bill. But I hope we'll report it to the House and you can be sure the leadership will expedite it."

Won't Prophesy

At any request for prophesy Mr. Cooper's caution immediately showed itself. He conceded there would be "some spots of opposition" in both parties, but obviously he expects — as does the Administration — a pretty handsome majority for H. R. 1, which incorporates the main points in the President's program.

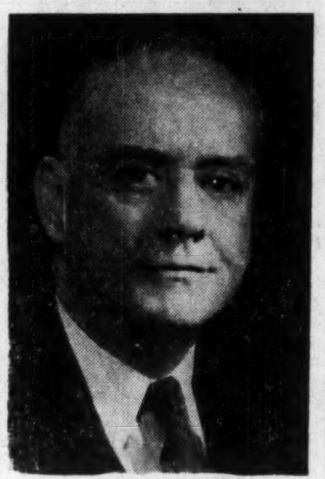
The rather pathetic thing about any discussion with almost anybody in the U. S. Government on foreign trade is that they feel so pleased, as Mr. Cooper did, at the legislation they expect to get this session. And if you have the heart to try to explain that to other countries it looks pretty inadequate, the chances are that you won't be understood.

Not only Mr. Cooper but administration spokesmen as well explained to me that the "escape clause" doesn't matter because it won't be used; and it seems almost impossible to get across the damage that is done by the mere uncertainty which this clause — and the complicated paraphernalia of Tariff Commission appeals and hearings and reports — creates in the plans of any exporter in another country.

Because of the "escape clause," many exporters, both in Canada and in other countries, think the best they can do in the United States is to escape notice. Then the Europeans are upbraided for not putting on a "vigorous selling campaign." Some exporters — and Canadians among them deliberately avoid any kind of public campaign. They fear it would draw attention to what they are managing to sell, and immediately stir up appeals to the Tariff Commission under the "escape clause." Nobody knows what volume of goods are kept out of the United States by this invisible barrier of uncertainty and fear.

Similarly with the tariff measures which are proposed in Mr. Cooper's bill and President Eisenhower's message. It is difficult for people outside the United States to show anything like the appreciation which liberal-minded Americans expect.

The main tariff measures (The Post, Jan. 8) are the authorization for a 5%, reduction per year for the next three years, reduction to 50% of all tariffs above 50%, and reduction by 50% of tariffs on goods which are entering the United States only in negligible quantities. It's difficult to suppose that any of them can make much difference to the flow of imports into the United States, though they may help a little.


MR. COOPER

What Program Means

But when you talk to a keen proponent of more liberal trade policies like Mr. Cooper, you realize that in American terms Congressional approval of the President's foreign trade program will be a great thing. It will mean renewal of the Reciprocal Trade Agreements Act, basis of the whole move for freer trade, for three years. It will also proclaim that the United States is still heading in the right direction — even if the movement forward is slow and hesitant. In American terms that in itself is a victory, and it is perhaps the greatest single personal achievement of Mr. Eisenhower. His own conviction of the importance of freer trade policies has had to carry him through the indifference or the actual hostility of most of his Cabinet and a large section of his party.

Besides H.R.1., with its tariff provisions, Mr. Cooper expects to pass a new bill on customs valuation which could be of real value to Canada. He recalled that the House passed such a bill last session, but it got stuck in the Senate.

The present session of Congress will also be asked to approve whatever agreement emerges from the GATT conference at Geneva. The President has committed himself to that, and Mr. Cooper is ready to lead the fight for the new GATT. It may be a more difficult fight than the one for H.R.1. It involves the difficulty that in Section 22 of the Agricultural Adjustment Act the Congress has committed itself to agricultural quotas in certain circumstances which violate Article II of GATT. (See GATT story, page 1.)

The administration will not even put it to the Congress without a "waiver" from the other GATT countries in effect "letting off" the United States.

Just for the record I asked Mr. Cooper if he thought it would be impossible to get GATT approved without this controversial "waiver." He replied: "I'm afraid it would."

He added: "We'll have to have time to work out our farm programs."

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USAF Flies Nfld. Workers to Thule

From Our Own Correspondent

ST. JOHN'S — Employment at U. S. defense bases has been a major contributor to prosperity in Newfoundland in recent years. This week another base "opened its doors" to Newfoundland workers.

A group of 27 Newfoundlanders left Torbay Airport near here aboard a USAF plane bound for the North East Air Command's most northerly base at Thule in Greenland, the first Newfoundland workers to be employed at this base.

Up until a few months ago, Thule was treated under the "classified" heading and only a small number of top-flight technicians, carefully screened, were employed there.

Meanwhile, men are now returning—as they do every fall from work on the northern bases where thousands of Newfoundlanders find seasonal employment.

An official of the National Employment Office here noted that the men are starting to return but said the winter ahead looks promising in Newfoundland with no more unemployment than last year.

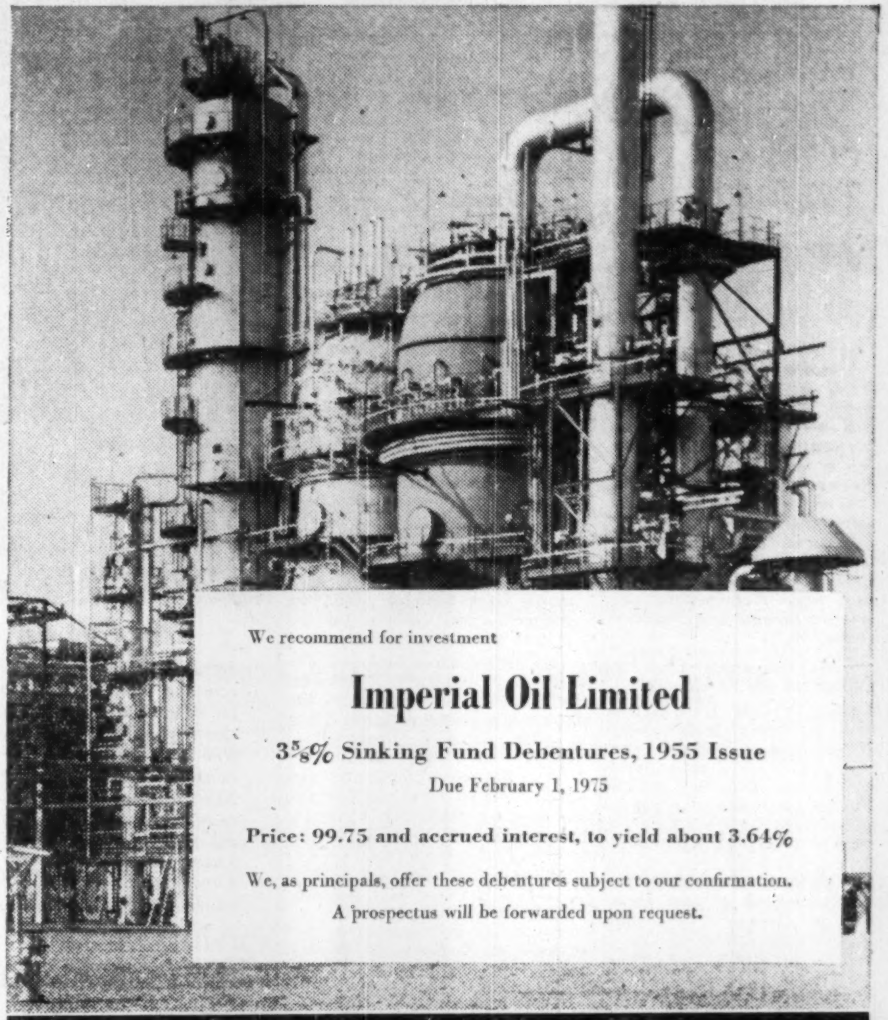
Meanwhile, proposed construction of several federal buildings, for example at Corner Brook, Stephenville and St. Lawrence, have meant that this fall, carpenters now normally unemployed are at a premium and there is a general tonic in the employment air.

Swanson Sets Up Canadian Firm

A Canadian subsidiary has been organized by C. A. Swanson & Sons of Omaha, Neb., packer and producer of poultry and prepared food products.

The new company — C. A. Swanson & Sons of Canada — is in temporary headquarters in Toronto, soon will open permanent offices.

Donald V. Way has been named sales manager of the Canadian company; Bernard Miller, former manager of Winnipeg's North Star Distributing Co., is sales representative for the Prairies. S. G. Bendon Utility Co. of Montreal will continue to represent Swanson in Eastern Canada; Oppenheimer Bros. will continue the same role on the west coast.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Simonds Saw Buys Brockville Plant

Simonds Canada Saw Co. has purchased the building, tools and equipment of Lion Grinding Wheels Ltd. at Brockville, Ont. It will manufacture grinding wheel products in the plant.

This move is part of a Canadian expansion program by Simonds. It is closely allied to the present aluminum oxide plant now operated by Simonds Canada Abrasive Co. at Arvida, Que. There, raw material for production of grinding wheel products is manufactured.

Simonds manufacture industrial cutting tools, has a factory at Montreal, branches at Toronto, Vancouver and Saint John.

COMPANY REPORTS

Aircraft

FLEET MANUFACTURING LTD., Fort Erie, Ont., net profit for the fiscal year ended Sept. 30, 1954, was $436,451, 8.8% higher than previous year's net of $401,264.

No income taxes were payable owing to losses previously incurred.

Although the company completed its sub-contracts with Canadair Ltd., sub-contract work for other manufacturers continues to provide it with most of its volume, reports President Hermann L. Eberts.

To develop new manufacturing opportunities, Doman-Fleet Helicopters Ltd., jointly owned by Fleet and Doman Helicopters Inc., Danbury, Conn., was formed to manufacture and sell the new Doman helicopter within the Commonwealth. A manufacturing and sales agreement was also concluded with Helio Aircraft Corp., Norwood, Mass., covering the new executive Helio "Courier," Mr. Eberts states. Neither project has reached the production stage.

Deficit which reached a maximum of $792,191 in 1952, has been replaced by a surplus of $45,525. Company has bought from the Canadian Government machine tools and equipment previously on loan, for $435,797. The purchase was essential to future plans.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Oper. profit	$702,160	$503,113
Less: Deprec.	232,731	56,551
Deb. disc. amort.	5,650	5,716
Deb. & mtge. int.	25,923	29,169
Other int. & exp.	1,405	10,413
Net profit & surp.	436,451	401,264

Earnings per Share and Dividend Record:

Earned	$0.52	$0.48
None paid.		

CONDENSED BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$204,826	$3,000
Dom. bonds▲	152,750	......
Accts. rec., less res.	421,537	712,640
Inventories	299,302	338,081
Total curr. assets	1,078,415	1,053,721
Prep. exp.‡	30,880	32,732
Properties*	773,521	530,561
Debent. discount	55,581	74,100
Total assets	1,938,397	1,691,114
Due bank	......	216,132
Accts., tax., etc., p.	214,620	369,358
Funded debt due in 1 year	88,500	37,400
Total curr. liab.	303,120	622,890
Mortgages	550,158	343,657
Funded debt	236,500	307,400
Capital stock	803,094	803,094
Earned surplus	45,525	■390,927
*After depr. of	799,719	573,366
▲Market val.	152,187	......

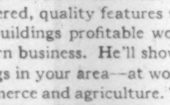
■Deficit.

‡Incl. in curr. assets in co's report.

Adaptable! A Butler building was fitted to the narrow McInnis lot by a simple modification of the frame members—no sheeting changes.

"We needed space quickly...and got it— with a BUTLER steel building"

says Mr. C. H. McInnis, Proprietor
C. H. McInnis Company Ltd., Windsor, Ontario


"Our plant facilities were taxed to the limit to keep abreast of orders for McInnis conveyor equipment. We needed extra storage and light-assembly space to clear floor areas around our production lines," states Mr. McInnis.

"We considered all types of construction and chose a Butler steel building—for several good reasons. First—delivery was quick. Second—the Butler building went up in weeks instead of months. Third—a standard 20′ wide Butler building modified to our 18′ 4″ wide lot area with minor structural changes. Fourth—Butler's rigid frame supports a two-ton crane.

"Our Butler building was low-priced to start with, and we saved the cost of one entire side-wall by flashing it directly to the main plant. I like the appearance of our Butler building, too.

"One thing more—our Butler structure is 100% salvageable. When we build a new plant, it is one building we can easily dismantle, move, and use for any of a dozen uses. I will seriously consider Butler buildings for all future plant construction," reports Mr. McInnis.

Strength for cranes. A two-ton crane is being installed in the Butler building housing McInnis light assembly and storage shop. Note crane tracks attached directly to heavy rigid frame members.

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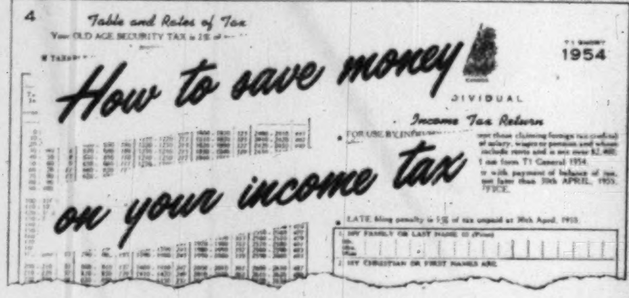

How to save money on your income tax
1954
Income Tax Return

You don't have to cheat to save money on your income tax. If you don't know all the details of deductions, dividend allowances, depletion, etc., you may be paying more than is necessary. Your sole legal and moral responsibility is to meet the legislative requirements.

Here is the first in a Financial Post series dealing with common questions on income tax. Remember: the personal income tax deadline is April 30.

Which form should I use, the T1 Short or the T1 General?

Use the T1 short form if your income is solely from salary, wages, allowances, bonus or pension payments, and if your investment income does not include rental income, does not exceed $2,400, and you are not claiming credit for foreign income taxes paid.

If you have over $2,400 investment income or any rental income or derive your income from farming, ranching or a wholly owned business or professional fees or commissions, use the T1 General.

Why is it necessary to separate earned income from investment income?

Investment income over $2,400 is subject to a surtax of 4%. In computing investment income surtax, take the total investment income, then deduct alimony paid, deductible medical expenses, charitable donations, and then either $2,400 or the personal exemptions to which the taxpayer is entitled, whichever is the greatest. The residue is then taxable at 4%.

If I have rental income of $600 a year, which is my only investment income and considerably less than the $2,400 maximum investment income not subject to surtax, do I still have to use the T1 General form?

Yes. If you have any rental income at all, you must use the larger form.

What is meant by dividend tax credits?

The dividend tax credit is allowed residents of Canada. It is 20% of the net dividends from taxable Canadian corporations, but is limited by a regulation which says, in effect, that the credit cannot reduce the total tax payable to less than it would have been, if you had not had the dividend.

If I buy stocks or bonds on a margin account or borrow money to buy these securities in whole or part, what charges can I deduct from my income from such securities for tax purposes?

You can deduct from the dividends or interest you receive from these securities, the interest you pay on the money borrowed. There is a space on page 3 of the T1 General Return for dividends from taxable Canadian corporations where you deduct carrying charges on these stocks and also depletion allowed.

Another space is provided for dividends from other Canadian and foreign corporations and the deduction allowed for depletion. Deductions for interest paid on money borrowed to buy bonds may be claimed under the item, at the foot of page 3 of the return, entitled "Deductions not claimed above."

What deductions from dividends from mineral producing properties are allowed for depletion of mineral resources?

The deduction allowed varies with the proportion of mineral profits to the total income of the dividend paying company. Thus, if your company operates in Canada and mineral profits are 25% to 50% of total income, you are allowed to deduct 10% of the dividend for depletion; if mineral profits are 50% to 75% of total income, the allowance is 15% of the dividend; if they are 75% of total profits or over, the allowance is 20% of the dividend.

Where a company does not operate in Canada, if mineral profits are not less than 50% of total income you may deduct 10% of the dividend.

How do I know whether I am entitled to a tax credit or a depletion allowance on the dividends I receive?

If you don't receive any information from your company either as regards dividend credit or depletion allowance, the surest way is to ask the company itself or the income tax office in your district. There are no ready-made lists available.

For depletion of mining companies, it seems justifiable in most cases to assume the dividend is entitled to the full 20% deduction, with the knowledge that the assessors may disallow it later on if they consider it not justified.

What is the position of the premium I receive on shares which may be called for redemption at a premium? I understand some years ago it was considered taxable.

Under a clause adopted in 1953, premium paid on redemption of a company's shares since April 30, 1953, or on acquisition of its shares after the 1948 taxation year is not taxable against the shareholder who receives it.

Start of an Industrial Estate

NOT WATER but sand—12 million cu. yds. of it—is coming through this and other pipes from the river to raise the level of 1,260 acres of Annacis Island in the Fraser River delta near New Westminster, B.C., by five to 14 ft. Job preceded start of construction on the island's industrial estate — first developmnet of its kind on the continent. The framework of the administration building of Grosvenor Estates, operators of the scheme, is going up, pipes, roads are being laid. John Laing & Son (Canada) is in charge of construction. Estate will operate on a lease-rental plan, to make more capital available for plant and production.

Canada Permanent Sets Up New Type Common Trust Fund

The establishment of a new type of common trust fund was announced by T. D'Arcy Leonard, president of The Canada Permanent Trust Co., at the annual meeting of shareholders this week.

The new fund, believed to be the first of its type in Canada, will have power to invest in "the broader class of securities authorized for Canadian life insurance" — which includes some of the better grade common or preferred stocks.

It follows the success of the company's first common trust fund, established a year ago, which was limited to investments authorized by the Trustee Act of the province. The new fund offers qualities of ready realization, flexibility in amount, safety of diversification, and satisfactory yield, the president said.

It should prove of advantage to beneficiaries of estates, particularly smaller ones.

Mr. Leonard also told shareholders that the company had been registered as an approved institution to service certain types of mortgages under the National Housing Act. The company was now in a position, said the president, to handle these mortgages for private individuals or corporate investors in Canada, the U. S., or elsewhere.

Speaking of development of business with clients in the U. S. and overseas, Mr. Leonard said the company was getting more and more customers from the United Kingdom in particular, and from many other countries.

"Canada is a favored land," said the president, "and investment money is coming into it for safety and future profit."

Part of the company's business that is growing considerably, Mr. Leonard pointed out, was of the type not reflected in the total of assets under administration.

"When we are appointed to act as trustee under a bond issue," said Mr. Leonard, "even though the size of the issue may run into millions of dollars, for accounting purposes the business is entered on our books at a nominal figure only. This is true also where we act as stock transfer agent, registrar of stock, dividend disbursing agent, and in many other capacities where we do secretarial or agency work for companies and individuals."

To illustrate the point, Mr. Leonard reported that while assets under administration were 4.7% higher than in the previous year, total fees earned were 10.6% greater.

Farmer Self-Help Trend May Save Taxpayers' Cash

By JACK McARTHUR

Signs that some Canadian farm groups—including dairymen—are becoming more willing to shoulder some financial burdens connected with marketing could mean eventual profit for taxpayers.

The latest of these: Decision of the Ontario Milk Producers' League to raise as much as $2 millions yearly to boost sales of milk and milk products.

This move follows others which could have similar results:

—There's a strengthening trend for farmers to organize into producers' marketing boards. Ontario wheat producers, for instance, are planning a board.

—More and more producer organizations are going into the business of advertising their members' products. Dairy Farmers of Canada, for example, organizes promotion of a different dairy product each month.

—Producers' organizations—including co-ops—are sending more people on trips abroad. Prime aim: Improved foreign markets.

For Federal Government, this trend could mean—eventually—fewer farm demands for costly pricing and marketing help. This is a government objective.

In broad principle, the Government's stand (concurred in by most provincial governments) is: Farmers, in return for legislative aid in setting up producer boards and governmental help in adult education of rural groups, should be willing and able to spend some of their own time and money on periodic marketing problems.

This is exactly what is envisioned by the Ontario milk producers. Presumably, the percentage levy on farmers' milk receipts would be used for advertising, improvement of marketing techniques, possibly subsidizing exports of any surpluses.

Admittedly, there are two major arguments.

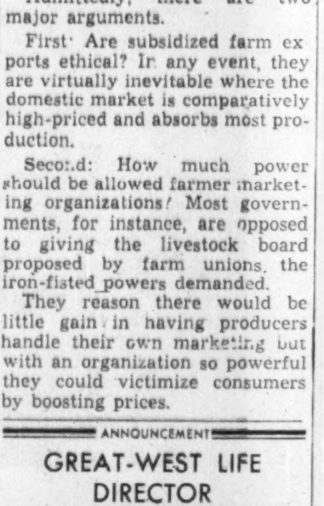
First: Are subsidized farm exports ethical? In any event, they are virtually inevitable where the domestic market is comparatively high-priced and absorbs most production.

Second: How much power should be allowed farmer marketing organizations? Most governments, for instance, are opposed to giving the livestock board proposed by farm unions the iron-fisted powers demanded.

They reason there would be little gain in having producers handle their own marketing but with an organization so powerful they could victimize consumers by boosting prices.

ANNOUNCEMENT

GREAT-WEST LIFE DIRECTOR



GEORGE T. RICHARDSON

The Great-West Life Assurance Company has announced the appointment of George T. Richardson to the Board of Directors. Mr. Richardson is a Vice-President of James Richardson and Sons Limited, Winnipeg.

ABOUT YOUR TAXES By STUART THOM, LL.B.

Why The Big Tax Fuss On Firm's Guest House?

Questions regarding the deductibility of expenses in calculating business income were dealt with in recent Tax Appeal Board decisions.

In the case of No. 227, which has received extensive newspaper notoriety, the expenses sought to be deducted consisted of the cost of work done on a building and landscaping of the surrounding grounds. The expenditures were said to be for repairs and improvements but the Board apparently had no difficulty in finding that what was done was in fact capital in nature.

Chief interest of the case, for the tax advisor at any rate, is that the appellant company was a holding company which derived its income from the rental of machinery and equipment to its wholly owned subsidiary. The subsidiary company carried on an active contracting business and the premises upon which the expenditures were laid out were said to have been acquired to be used for entertaining purposes with a view to promoting construction contracts for the subsidiary.

No doubt there was a relationship of some sort between the expenditures and the appellant's income, but the proposition that it was so close and direct as to justify their deduction from the rentals received from the subsidiary company was not acceptable to the Board.

It does not appear from reading the judgment that the appellant had any precedent for what seems to be an unusual claim for a deduction of expenses.

Holding Firm's Expenses

No. 226 was also a holding company, and derived its income almost entirely from non-taxable dividends paid to it by operating subsidiaries. It was a public company with about 17,000 shareholders and the cost of fulfilling statutory requirements, holding meetings, etc., ran over $100,000 a year. The appellant sought to set off the whole amount against its taxable income, which was less than 4% of the tax-exempt dividends received from the subsidiary companies. The Department was prepared to allow only an amount in proportion to the taxable income and relied on section 12 (1) (c) which reads as follows:

> "In computing income, no deduction shall be made in respect of an outlay or expense to the extent that it may reasonably be regarded as having been made or incurred for the purpose of gaining or producing exempt income or in connection with property the income from which would be exempt."

It would appear from the judgment that the Board agreed with the appellant company that the expenses had been made or incurred for the purpose of gaining or producing income from a business and from there on agreed with the Department that the expenses could be allocated between earning exempt income and taxable income and were allocable only in proportion to the amount of the latter.

Reason or Arithmetic?

In the reasons for judgment the Board describes the wording of paragraph (c) as "uncompromising in its definiteness and finality" and says that, "It [paragraph (c)] provides, without modification or qualification, that where outlays made by a taxpayer relate to expenses incurred in connection with gaining tax-exempt income, the amount of such expenses may not be deducted."

With all due respect to the opinion of the Board, it would seem that paragraph (c) far from being uncompromising, definite and final, raises a question of fact to be answered by the Board on the basis of reasonableness, and there is nothing in the statute at least to indicate that reasonableness is determined solely by reference to arithmetical proportions.

The expenses of operating a large public holding company run along pretty much the same level whether the subsidiaries make or lose money. It is conceivable that a business recession would leave the parent company with no dividend income and only the interest on bonds held by it as a reserve against just such a possibility.

The Department might have argued that large expenditures for printing, stationery and stock transfer expenses, for example, had so little relation to the company's earnings that they were not deductible at all. If expenses of this nature are deductible, which business men at any rate will agree is proper, then it may be asked why it is reasonable to regard them as having been incurred any more in connection with the one type of income than the other.

Ind. Dev. Bank Pays Out Less, Takes In More

MONTREAL (Staff) — Disbursements of Industrial Development Bank totaled $1,130,782 in December, down substantially from $2,130,919 a year earlier. Repayments were up sharply at $857,356 ($549,786).

At Dec. 31, loans, investments and guarantees outstanding amounted to $42,820,645, compared with $41,534,744 at the end of 1953. Comparative financial statements for December and November, 1954, were as follows:

	Dec. 31 1954	Nov. 30 1953
Assets:		
Cash on hand & in bank	$32,702	$45,884
Loans & invest.	42,657,002	42,383,525
Property for sale	164,200	163,728
Guar. & u/w agree.	163,643	140,912
Other assets	267,598	390,670
	43,285,145	43,124,719
Liabilities:		
Capital paid-up	25,000,000	25,000,000
Reserve fund	6,222,527	6,222,527
Bds. & debent. o/s	10,700,000	10,700,000
Liab. re guar. & u/w agreements	163,643	140,912
Other liabs.	496,975	361,280
Reserve for losses	700,000	700,000
	43,285,145	43,124,719

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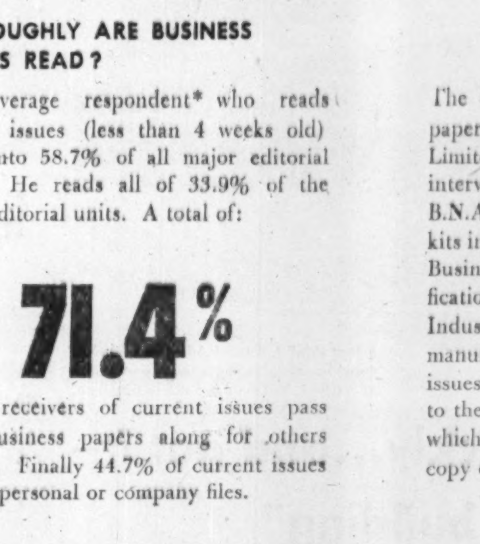

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New Entry Into Old Financial Field

Halton & Peel Trust Company First New One in Many Years

A group of 90-odd local residents in the rapidly growing area between Hamilton and Toronto have banded together to form a new firm in an old field — the trust and loan business.

Normally, new businesses spring up in Canada like freckles on a school kid. Postwar, however, despite the tremendous growth of the country, the resulting climb in trust and loan business has been handled until now almost entirely through expansion of the 45 or so firms already in the field.

This is especially true of Ontario, where there isn't a firm in the business less than 20 years old. Several go back about 100 years.

So the application of the Halton & Peel Trust & Savings Co. for a charter (now before the Ontario Government) is a venture of some note.

It will be operating, if the charter is granted, in a big league. Canadian trust companies have assets under administration of nearly $5 billions — most of them belonging to others — and a couple of the companies have more than $1 billion each under their care.

Sparking the new enterprise is Oswald E. Manning, of Oakville, Ont., who has had 27 years in the trust and loan business. Other provisional directors are Allan Stanley Nicholson, Burlington lumber dealer; Dr. Carl A. Martin, Milton; Brig. James A. Roberts, public relations official and former textile company executive, and Angus McMillan, lawyer, both of Oakville.

Wide Range of Directors

The varied background of the provisional directors is typical of the people who have provided the money for the new company. The shareholder list includes 14 lawyers, 14 manufacturers, 10 bank managers and investment dealers, five apple growers and farmers, six merchants, four contractors, two chartered accountants, as well as doctors, teachers, real estate and insurance men, and other heads of local enterprise all through Halton and Peel counties and adjoining areas.

Reflecting the increasing Dutch population in nearby areas, Netherlands interests have acquired an interest in the company, and will be represented on the board of directors.

This heterogeneous group has subscribed for $435,000 in $10 par common shares, of which $235,000 has been paid in. The money has been raised in the last two or three months, mainly by Manning and one or two others. Some of the subscriptions have come in unsolicited, through the enthusiastic recommendations of some of the shareholders, Manning says.

The story of the company's name tells how unexpected, and how quick, the reaction was.

At first, it was to be the Oakville Trust & Savings Co. When subscribers appeared from farther afield, it was changed to Trafalgar Trust & Savings — after the township in which Oakville is situated.

Now it's Halton & Peel — the two main counties in which the company plans to operate, and from which it has drawn its shareholders.

The kind of area the company hopes to serve probably has quite a bit to do with the response to the idea—providing both a reason for the ready availability of capital, and for the belief that the venture may prove profitable.

The areas around Oakville, Burlington, Georgetown, Brampton, Milton and so on have for many years been prosperous, and their residents thrifty. Now, on top of this solid foundation, there has been added the postwar growth which is rapidly turning arch-rivals Toronto and Hamilton into one huge metropolitan area, with Halton and Peel counties in the middle.

The change is symbolized in the greatly altered scenery offered motorists on the four-lane Queen Elizabeth Way which links Toronto, Hamilton and Niagara Falls.

Prewar, motorists were treated to rapid movement through prosperous farmlands, with views unsullied by heavy traffic or built-up areas. Now, large housing and industrial developments dominate much of the landscape, particularly between Toronto and Hamilton. Traffic, for long stretches, resembles the motorcades normally associated with the annual July 4 holiday tourist invasion from the U. S.

MR. MANNING

MR. NICHOLSON

The idea for the trust company originated among the Oakville group. Manning, who had gone down to Nassau a year ago to take over as managing director of the Trust Corporation of the Bahamas and had to return due to ill health in the family, had taken up residence in Oakville once more. He was interested in getting back into harness, and the idea of starting a trust business appealed to him and to some other local businessmen, including Brigadier Roberts and Angus McMillan.

Allan Nicholson, a former wartime Timber Controller, whose lumber company operates across Canada, was also an early backer and soon became an important driving force. Support soon appeared from other men and women, and from other areas, and the venture was on its way.

Management will be handled by Mr. Manning. He has had experience both with large and with small trust firms. For 17 years, he was manager of the Grey & Bruce Trust & Savings Co., Owen Sound, Ont. Later he served as manager of the new business and advertising departments of Canada Permanent Mortgage Corp. and Canada Permanent Trust Co. He is a former president of the Trust Companies Association of Ontario.

Manning contends that a small firm can be as efficient as a large one in the trust and loan field, points to the Grey & Bruce trust company as an example of what a smaller firm can do.

The Owen Sound firm in 1929 had $544,700 paid up capital and $81,838 reserves. Twenty years later, following the addition of $331,000 paid up capital, its reserves were $537,810. In that period, assets under administration increased from $1.9 millions to $17.1 millions.

Stress Personal Attention

The basic thing that can keep a smaller firm competitive, Manning believes, is the factor of individual attention. People like to know the persons handling their affairs, particularly where their money is so vitally involved. This feeling is sometimes difficult to achieve in a large organization.

That's why the organizers of the the new firm are stressing the local nature of the operation. They plan to start in Oakville, and to set up branches later, perhaps in Burlington, Milton, Brampton, and Port Credit.

In addition to regular services such as acting as executors and trustees under wills, administrators of estates, trustees of pension funds, etc., it's planned to operate a savings department and to issue guaranteed investment certificates. The offices will be manned by experienced trust personnel, Manning says.

Authorized capital is 200,000 $10 par common shares. The minimum requirement in Ontario of $300,000 capital subscribed for and $100,000 paid up has already been surpassed. By 1960, the company hopes to have at least $1.5 millions in paid up capital.

If the charter is approved, the Halton & Peel Trust & Savings shingle is expected to be hanging out for Oakville residents to see by March.

That will just be the beginning, though, says Os Manning. "We'll have to be out selling the public on trust company services all through the area if we're going to get the business."

ANNOUNCEMENT

WILLIAM G. BRAYLEY, whose appointment as Assistant to the President of Canadian Schenley Ltd. has been announced by W. F. Tigh, Company President. Mr. Brayley, who has directed the advertising and sales promotion activities of Canadian Schenley Ltd. for the past five years, is also a Vice-President of the Advertising and Sales Executives Club of Montreal.

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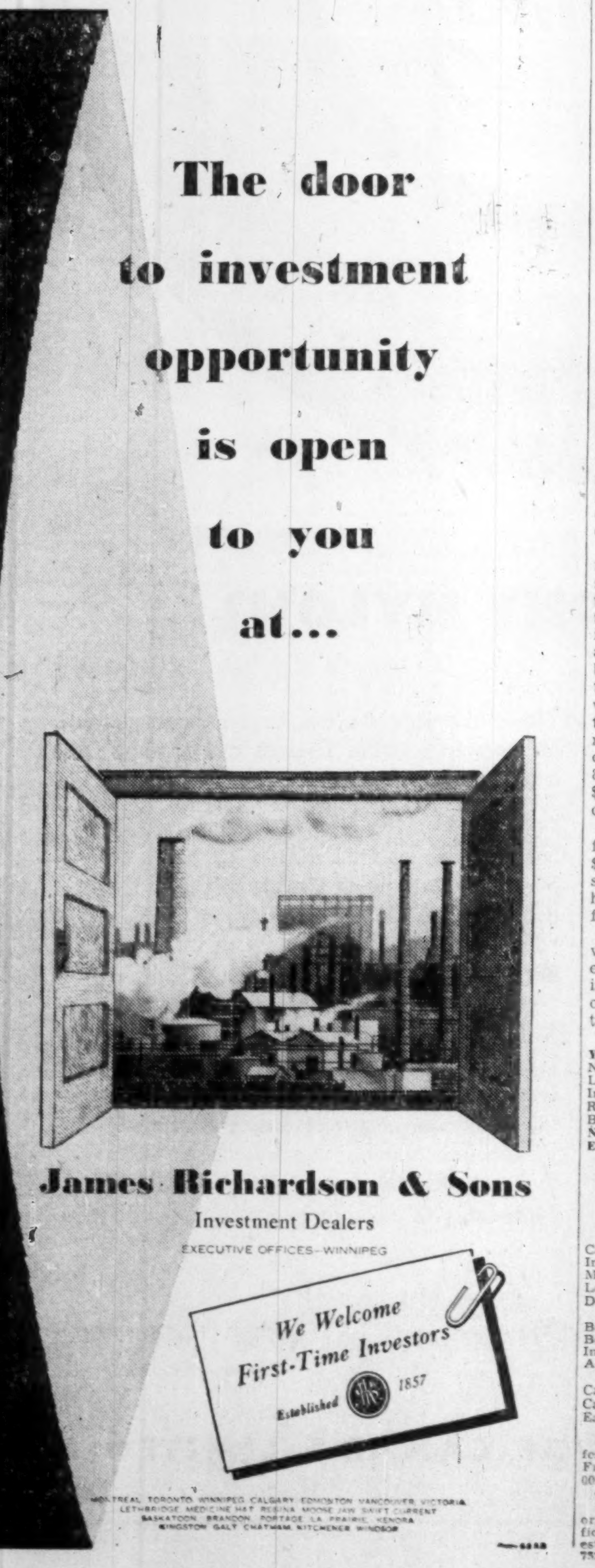

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COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Investment Funds

FOREIGN POWER SECURITIES CORP. net profit for the fiscal year ended Oct. 31, 1954, was $61,032, 1.3% lower than previous year's net of $61,818.

Recent capital reorganization has resulted in capital surplus of $3.7 millions, reports President J. B. Woodyatt. Holders of the 6% cumulative redeemable participating preferred, dividend arrears of which were canceled, received new common stock on a one for one basis. Holders of old common received one new common share for each 25 old held.

A payment of Fcs. 91,592,752, the fifth of seven annual indemnity installments for the company's nationalized French utility securities, together, with some non-nationalized assets, was repatriated to Canada and invested in Canadian bonds. Total fixed indemnity paid to Oct. 31, 1954, was Fcs. 528,705,058, with Fcs. 183,224,765 due. During the year the French Government reduced compensation receivable on certain investments by Fcs. 49,600,877. This amount, converted to $133,921, has been deducted from capital surplus.

Paid-up capital will be reduced from $2.8 millions to $1,975,000 by a $15 per share return of capital, states Mr. Woodyatt. Some bond holdings will be disposed of to pay for this capital distribution.

Because the Franco-Canadian convention guarantees only that interest payments are convertible, there is no assurance that capital portions of future annuities will become transferable.

INCOME ACCOUNT

Years Ended Oct. 31:	1954	1953
Net earnings	$102,072	$113,472
Less: Bond int.	......	21,545
Income taxes	30,500	27,000
Reorgan. exp.	10,540	......
Bond redemp. exp.	......	3,109
Net profit & surp.	61,032	61,818
Earnings per Share and Dividend Record:		
Preferred	......	$1.24
Common (new)	$1.11	......
Common (old)	......	d1.91
None paid on either.		

CONDENSED BALANCE SHEET

As at Oct. 31:	1954	1953
Cash	$35,931	$17,520
Invests. at cost†	2,346,141	1,821,992
Misc. assets	853	713
Loan rec.	......	94,086
Def. acct. rec.	600,105	1,145,970
Total assets	2,983,030	3,080,281
Bond int. accr.	11,855	23,066
Bonds red.	11,250	32,250
Inc. taxes	19,222	27,000
Accts. pay. & accr.	3,350	10,475
Total curr. liab.	45,677	92,791
Capital stock	2,800,000	6,500,000
Capital surplus	*76,321	......
Earned surplus	61,032	•3,512,510
†Mkt. value	•	•

•Mkt. val. of secs. in France—916,000,000 fcs., in Canada $1,373,000 for 1954; in France—415,200,000 fcs., in Canada $690,000 for 1953.

•Deficit.

*Surplus of $3,700,000 arising out of reorganization of capital less $3,512,510 deficit at Oct. 31, 1953, $133,921 decrease in estimated indemity receivable, plus $22,752 exchange and other adjustments.

CNR Revenue Shows Increase In Latest Month

MONTREAL (Staff) — CNR's net revenues showed a significant increase for November, 1954, but the 11-month figures were still down $17.9 millions from the equivalent period of 1953.

Operating revenues during the month increased $1.6 millions, while operating expenses were down $1 million. For the 11-months period, operating revenues were down $56.4 millions, but operating expenses were down only $38.5 millions, resulting in a drop in net revenues to $13.4 millions ($31.4 millions a year ago).

Here is a detailed breakdown of operating revenues and expenses for November and the first 11 months of 1954.

Month of November	1954	1953	Increase or Decrease
	$ Millions		
Operating Revenues	54,520	52,906	1,614
Operating Expenses	50,545	51,557	*1,012
Net Revenue	3,975	1,349	2,626
11 mos. ended Nov. 30			
Operating Revenues	585,329	641,741	*56,412
Operating Expenses	571,858	610,325	*38,467
Net revenue	13,471	31,416	*17,945

*Decrease.

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Shares are payable in ten monthly instalments of $3.20 each commencing on May 3, 1955. Instalments may be paid in advance at the option of the subscriber.

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LABOR ROUNDUP

By JACK McARTHUR

Unions Want Legal Speed-Up

OFL Reiterates Old Labor Plea: Bar The Lawyers

Ontario Federation of Labor (AFL-TLC) delegates last week end voiced a complaint which is almost universal with labor in the western world.

They said, in effect:

—Procedures of the Ontario Labor Relations Board have become over-long, over-technical and given to irrelevant discussion of legalities. This defeats the purpose for which the Board was formed.

There's hardly a Canadian province or U. S. state that hasn't heard this complaint about the workings of its labor arbitration and union certification mechanism.

So the complaint of the AFL convention in Niagara Falls isn't just an attack of sour grapes, brought on by industry's decision to stiffen in its attitude toward wage-and-benefit demands during 1954.

Even in Saskatchewan, where there exists a socialist government supposedly favorable to labor, unions have sometimes screamed that the dice are loaded against them.

The Ontario unionists argued the Ontario Board was intended to be a court of human relations rather than a court of law. This is the nearly unanimous stand of Labor on this question.

The Objectives

In most cases in both the U. S. and Canada, boards similar to the Ontario body were set up for the same reasons:

—To relieve courts of law of the ever-increasing load of labor work.

—To bring a low-cost informality to the settling of labor matters.

—To allow a relaxation of the normal rules of evidence. To get at what it considers the "truth," a board is given wide leeway in the matter of questioning witnesses and admitting testimony.

—To speed up settlement of labor matters and prevent them from dragging on in the courts.

Generally, both labor and management have agreed with these objectives. But these difficulties have developed:

—Labor law has become increasingly complex, meaning that it often goes into court, anyway, for interpretation.

—The complexity has meant labor boards are compelled to deliberate longer and with great care before reaching a decision. The decision, after all, must be in accord with the law.

—For the same reason, lawyers—skilled in the interpretation of law—are hired. They are trained at probing for deep legal meanings.

All this adds to the expense and time consumed in settling labor cases. The result: When a case is being considered, the side which has the lesser resources of both money and available time is the loser.

This doesn't mean that labor is always at a disadvantage. There are many cases where a small company with very little money duels before a board with a big international union with millions in the bank.

Labor Suggestions

The OFL, like most other labor groups, suggests these remedies: bar lawyers from appearing in such cases (or limit their appearance); and prevent cases from going to the courts.

Both these suggestions strike at cherished rights: The right to legal representation and the right of every man to "his day in court." But Labor obviously believes the result would be desirable. Governments, however, have been reluctant to approve these suggestions.

There are two additional points often raised.

First, barring lawyers might discriminate unfairly against employers. Unions often train a layman as a legal expert. Companies usually hire a lawyer. Is it fair to let the former appear before a board but not the latter?

Second, is it legally possible to bar completely all labor cases from going into a formal court? Many experts think it is not.

Wrap all these arguments up and you have a package of controversy that has labor experts—in unions, management and government—scratching their heads and searching for solutions.

* * *

No Big Blow-Up On CCF Support

The expected explosion over a mooted drive to affiliate the OFL with the CCF party turned out to be a muted "pop."

A few people asked for official endorsement of the CCF (similar to that given the Socialist Party by the CCL) but the convention merely passed a resolution instructing the executive to work for the election of bona fide labor candidates. This is in line with policy of the parent TLC.

It now appears the support-the-CCF group in the TLC is losing power. If its influence continues on the wane, the gap on this subject between the TLC and CCL will remain wide.

This is one of the major stumbling blocks to TLC-CCL unity.

The solution for a unified labor group may be to allow individual unions to determine their own stand on the matter and make their own contributions to CCF campaign funds.

* * *

Gee No Whiz Now —He's Suspended

From labor hero to union disfavor in less than a year—that's the story of George Gee, suspended Vancouver official of the International Brotherhood of Electrical Workers (AFL-TLC).

This week, Gee was under suspension by the International pending an investigation of charges he has been working for left-wing interests. Meanwhile, the West Coast union renewed its opposition to Communism.

But only a few months ago, Gee was a hero.

He had fought a fantastically involved battle and succeeded in getting IBEW certified as representative of natural gas employees of B. C. Electric Co.

During the course of the fight—begun because Gee saw natural gas development undermining the position of the electrical union—Gee got the IBEW constitution changed to include gas workers, was the central figure in five Labor Relations Board applications and a court case.

The result: Gee got his wish. IBEW took over the gas workers from their former federal union, thus became bargaining agent for both gas and electrical workers employed by B. C. Electric.

But things soon began to look dark for Gee.

Employers complained to the Washington headquarters of the International about Gee (who had announced in 1950 he had turned in his Communist party card).

The union sent Alfred Terry to Vancouver to take a look at Gee's record and operations. After some weeks, Terry took the step of suspending Gee.

What happens now? That depends upon what union investigators discover.

* * *

Labor Briefs

The United Steelworkers of America got tough last week and told the leaders of 700 strikers at Standard Sanitary and Dominion Radiator Ltd. there would be no more strike pay until the union local lived up to an agreement with the strike-bound company.

The striking local had agreed to tend boilers and kilns during the strike in order to keep the plant ready to resume operation when the strike ends. Then it changed its mind.

Faced by the International's stand, the local reversed itself, began once more to tend the boilers and kilns. Strike pay was resumed. Said an official of the parent union: "We expect the company to keep their agreements; we'll keep ours."

* * *

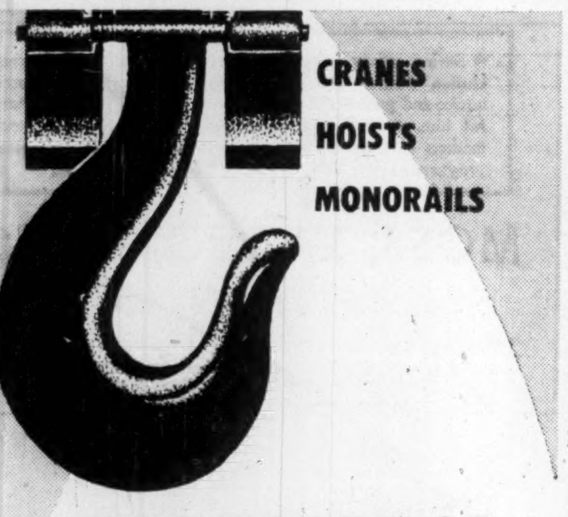
The AFL-TLC International Brotherhood of Electrical Workers has withdrawn its application to be certified as bargaining agent for 6,000 Ontario Hydro employees. The 6,000 are members of an independent employees' association. The TLC union had failed to sign sufficient employees to justify a representation vote.

* * *

The TLC says its drive to organize its civic employee unions into a national group (The Post, Jan. 8) is going well. Meanwhile the CCL is said to be aiming at a similar organization. The TLC has around 20,000 civic employees in directly chartered unions, the CCL about 5,000. There are hundreds more working for municipally owned schools and hospitals.

* * *

Ottawa Mayor Charlotte Whitton wants a permanent arbitration board to handle labor disputes. The latest of many to complain this year about Ontario arbitration and conciliation procedures, the volatile Mayor Whitton said: "There is no stability about it (the present setup) and it can't go on without breaking the municipalities. A strike is a last terrible weapon in an appeal to public opinion. It would be better than arbitration that is a farce."



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Chemical Firm Plans Growth

Columbia - Southern Chemical Corp., Pittsburgh, Pa.—which has recently purchased controlling interest in a newly formed Canadian chemical company, Standard Chemicals Ltd. — has extensive long-term plans to expand chemical manufacturing operations in Canada.

First step in this program will be some expansion and modernization work at the Beauharnois, Que., chlorine and caustic soda plant formerly owned by Dominion Tar & Chemical Co. Later steps will reflect results of an extensive Canadian marketing program now under way.

Columbia-Southern, with five chemical plants throughout the U. S., specializes in such basic chemicals as chlorine, caustic soda, soda ash, perchlorethylene, monochlorobenzine, etc. It is a wholly owned subsidiary of Pittsburgh Plate Glass, Pittsburgh.

Chief assets in the newly organized Standard Chemical Ltd. are the caustic soda and chlorine plant at Beauharnois and the resale chemical business of Standard Chemical Co. (operating as a division of Dominion Tar & Chemical). Dominion Tar also has a substantial minority interest in the new company. E. T. Asplundh, president of Columbia-Southern, is president of the new company, Col. W. E. Phillips, chairman of the board and R. F. Powell, vice-president and general manager.

The new setup further reflects a recent trend in Dominion Tar & Chemical policy to reduce its chemical operations. Some three months ago the Montreal East petrochemical plant was sold to Union Carbide Canada Ltd.

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CONDENSED STATEMENT OF CONDITION, DECEMBER 31, 1954

ASSETS

Cash and Due from Banks		$ 583,707,070.35
U. S. Government Securities		499,559,658.59
Loans		1,029,841,535.46
State and Municipal Securities		84,362,948.66
Other Securities and Investments		21,936,291.46
Banking Premises		14,434,838.94
Accrued Interest, Accounts Receivable, etc.		7,997,388.79
Customers' Liability on Acceptances		37,616,352.08
		$2,279,456,084.33

LIABILITIES

Capital (par value $10 per share)	$ 30,512,000.00	
Surplus	105,000,000.00	
Undivided Profits	52,550,849.80	$ 188,062,849.80
Dividend Payable January 15, 1955		1,830,720.00
Deposits		2,028,542,720.63
Reserve for Taxes, Accrued Expenses, etc.		19,333,266.04
Acceptances Outstanding	$42,420,497.51	
Less Amount in Portfolio	2,940,349.21	39,480,148.30
Other Liabilities		2,206,379.56
		$2,279,456,084.33

Assets carried at $94,892,356.26 on December 31, 1954, were pledged to secure deposits and for other purposes.

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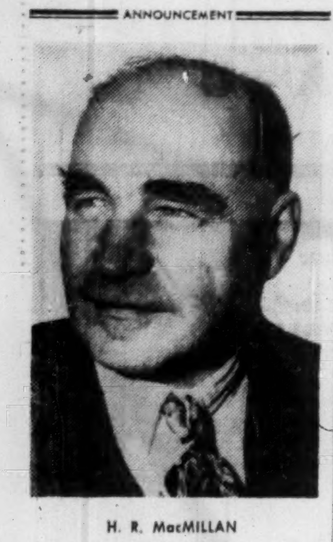

H. R. MacMILLAN

Chairman of the Board of MacMillan & Bloedel Limited, has been elected to the Board of Directors of Argus Corporation Limited.

CHATEAUGUAY, QUE. School Commission has sold $160,000 3%-4% bonds due 1961-75 to Credit Anglo-Francais Ltd. at 97.25. Net cost 4.19%. Grant $84,000. Net funded debt June 30, 1954, $57,000, population 1,790.

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Canada's Fastest Growing Farm Family Market!

Official figures on Canadian cash farm income for the first 9 months of 1954, recently released, show Quebec farms (predominantly French) registering a higher increase than any other province . . . 9%. But this is nothing new! Quebec's farm income has climbed 550% in the past 15 years. The French farm family market is Canada's fastest growing — offering special opportunity for business expansion.

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CCA CONVENTION

Construction Heading For $5 Billion Peak

Trend Toward Building Record Is Healthy Growth, Not Boom

QUEBEC (Staff) — A record $5 billions of construction may be put in place in Canada in 1955, retiring President Raymond Brunet of the Canadian Construction Association predicted at his group's annual convention here.

Brunet considers that the present upward trend of construction still reflects the large backlog of projects deferred because of the depression and the war, as well as the steady economic growth of Canada.

It is not a construction "boom," he emphasized. The industry is operating below capacity in houses, roads and other types of construction.

"In an expanding economy with increasing population and industrial production, it is only natural that our construction programs will also become larger over the years ahead."

Brunet had these critical comments:

—Down payments and carrying charges under housing legislation are still less liberal than in the U. S.

—Expenditures on roads per motor vehicle registration is less today than before the war and the backlog of road work is steadily growing.

—There has been no federal commitment that funds will be granted for the Trans-Canada Highway after the present agreements expire in 1956. The CCA also hopes that federal investment in other roads of national importance will be placed on a continuing basis.

—Not enough is yet being done to extend construction work through the winter months; upward of 25% of summertime construction workers are on average unemployed in construction during mid-winter.

He had words of praise or approval also:

—Stability of prices and easier financing terms under the 1954 National Housing Act had made possible an increased housebuilding program.

—General proclamation of the NHA Home Improvement Loan Section, which the CCA had advocated, will help considerably to raise standards of existing houses when it takes place next month.

—Great strides have been made in extending construction work through winter months. Interest of Government agencies and industrialists in timing their projects to provide more winter work is most encouraging.

—An improved supply situation, and increased industry efficiency and capacity have resulted in tenders being considerably below expected prices for many owners last year. That is one reason why construction dollar volume last year was below original forecasts.

U. S. $ Value in Canada

Daily at Noon as Reported By
The Bank of Canada
Week Ended Jan. 14, 1955

Mon. .	.96 21/32	Thurs.	.96 16/32
Tues. .	.96 19/32	Fri. ..	.96 16/32
Wed. .	.96 17/32	Ave. .	.96 89/160

Can Building Wages Rise Much Further?

QUEBEC (Staff)—Construction costs will continue "firm," in 1955, according to an official forecast of the Canadian Construction Association in convention here.

The forecast is based on an expectation of no marked changes in on-site wage rates and building material prices. Competition will help stabilize material prices. Pressure for wage boosts should be less, the Association says. Living costs are holding steady and more long-term labor agreements are now in effect.

A year-end summary by the Association reveals that in 124 contract situations there was no change from 1953. Those 124 situations cover contracts for seven leading building trades and laborers in a large number of cities.

The most common increase was 5c an hour, the hike for 67 contracts. Next most common was a 10c raise, in 38 contracts. Only 15 contracts involved more than 10c increase.

There were seven raises of 4c or less, one of 6c, four of 7c, five of 8c, one of 9c.

One reason for so many wage rates remaining unchanged last year is the fact that a number of two-year agreements were signed in 1953. The no-raise feature is still significant, though, since two-year agreements sometimes include a pre-set wage increase for the second year of their life.

Stronger employer resistance to demand was another reason for the change. Employer resistance may be even stronger this year as competition for business continues to be intense.

Last year, wage rates rose almost 3%, while consumer prices rose a little more than 1%.

"Real" wage rates of construction workers have risen 26% in the past nine years according to the CCA. That is because wage rates rose an average of 95% while the consumer price index rose only 26%.

The average increase in "real" wages has thus been about 3% a year.

Association Members Compete For Chance To Loan It Money

QUEBEC (Staff) — A practical lesson in how to finance a fine new building for an industrial association was outlined to the Canadian Construction Association at its convention here:

The teacher is the CCA itself. It has its new head office at Ottawa under construction, and needs only $100,000 extra cash to complete it this year.

The project will cost $275,000 in all, and $175,000 had already been provided out of reserves.

Assess the members for the rest, or get a mortgage from a financial institution?

Members of the management committee decided instead to sell bonds to members for the last $100,000. They offered them at 4½% interest, to make an attractive investment and make putting up of the money a sound business venture.

Already, about a month after the issue was formally decided on, a few construction men have offered to buy all the bonds.

But the Association decided not to take their money — it will instead set a $10,000 per subscriber maximum subscription and try to spread the amount around among as many members as possible. The bonds will be resalable only to CCA members.

The bonds will have maximum life of ten years; a number of them, a guaranteed minimum of $5,000, will be called by lot for redemption each year.

The location is so good — on the northeast corner of O'Connor and Gloucester Streets in centretown Ottawa, only two blocks from federal buildings housing the Department of Public Works and Transport — that value of the property has tripled since it was bought in 1950.

The CCA made provision for addition of three extra stories and an elevator later on. It will be possible to derive revenue from rental office space, if site value continues to rise. Even with the initial two story building, the top floor will be rented till the CCA needs it.

Offer $11.5 Mill. N. B. Debentures To Yield 3.57%

From Our Own Correspondent

FREDERICTON — Capital expenditures for roads, bridges, health and education plus advances to the New Brunswick Electric Power Commission are provided for in a new noncallable $11,500,000 3¼% New Brunswick debenture issue.

The offering price for the 15-year bonds, dated Feb. 1, 1955, and maturing Feb. 1, 1970, is 96.25, giving a yield to maturity of 3.57%. The issue was offered by a syndicate headed by Dominion Securities Corp., Bell, Gouinlock & Co., and Nesbitt, Thomson & Co.

Besides a $3.5 million advance to the Province-owned utility, $2.8 million of the proceeds from the sale of the issue will be earmarked for permanent roads, Provincial Secretary-Treasurer D. D. Patterson stated. In addition, $1 million is for permanent bridges; $500,000 for aid to rural schools; $500,000 for vocational education; $500,000 for the Provincial Hospital at Campbellton; and $2,188,000 for refunding portions of New Brunswick issues which fell due Aug. 1 and Sept. 1, 1954.

Quebec Firm Gets Contract At Gagetown

From Our Own Correspondent

FREDERICTON—Federal Government contracts totaling upward of $2¼ millions, covering construction of Camp Gagetown buildings, have been awarded to R. E. Stewart Construction Corp., Sherbrooke, Que.

The contracts cover construction of a garrison headquarters building, telephone exchange, guard house, drill hall, garage, fire station, several barracks blocks and messes. They are expected to run into 1956.

Another contract for eight buildings has been awarded to a Toronto firm, B. Perini & Sons but the amount was not made public.

Both companies are now moving in to start construction.

Make Industry Heard In Province

The industry is in fact moving more toward an organized approach to officials and the public at the provincial level.

"Now the Builders' Exchange and provincial organizations are coming to realize they can expect wholehearted support and action from the CCA on regional questions," reported Chairman Jack M. Soules, Toronto, of the provincial activities committee.

"As this trend continues, the CCA will be drawn into provincial affairs to a greater extent."

Compensation Law Increases Costs

The chairman of the CCA's legislative committee called for action by provincial governments to cut out payment by employers of double workmen's compensation assessments for employees working temporarily outside their home province.

Quebec last year introduced a bill making reciprocal agreements possible, and Ontario amended its act in 1953 to pave the way for such pacts also. Neither has done anything about an agreement yet.

Quebec and Ontario should sign agreements with each other as soon as possible, Seasons said. This double cost has been particularly troublesome to Ontario and Quebec employers.

Decentralize Public Works Operations For Efficiency

QUEBEC (Staff) — Economies in the Department of Public Works may result from an amalgamation of district architects and engineers offices and redrawing of borders of their districts.

For several months the Department under its new management-Minister Robert H. Winters and his deputy Maj.-Gen. H. A. Young — has been studying the possibility of increasing efficiency of operations by reorganizing where in many cases there were separate district architects and engineers offices.

Right now, necessary arrangements to complete the proposed unification of the offices are being worked out, Maj.-Gen. Young told the Canadian Construction Association convention here. In all cases, the specific peculiarities of each locality are being borne in mind.

Economies will cover use of certain technical personnel, secretarial and clerical staff and equipment and space.

Wherever possible Supervisory Engineers of the Trans-Canada Highway Division in eight provincial capitals will be incorporated in the plan for amalgamating local offices of the department.

Public Works is also making adjustments in boundaries of some of the district offices. These changes make allowance for developments in various parts of the country and for the changing responsibilities of the various offices. They also take into account the latest transportation facilities.

It is planned to carry decentralization further by making district architects increasingly responsible for all work in their own areas. A recent arrangement requires consulting architects to report directly to the district offices and not to head office as used to be the practice.

Decentralization is also being used, with centralized over-all control, to achieve maximum efficiency in purchasing. The Purchasing and Stores branch is reorganizing its local purchases to provide for more local authority.

Speaker Urges More 'Lobbying'

Another speaker at the Canadian Construction Association convention here called for more direct contact with government by organized construction men. It has real advantages at the national level, demonstrated in legislation last year, and should be done at the provincial level also, he said.

"Labor organizations have seen the advantages of province-wide organizations," pointed out R. A. Seasons of Ottawa. He is chairman of CCA's legislative committee.

Though 35% of construction in Canada is carried out in Ontario, the construction industry has no over-all provincial organization. The industry "still lacks as effective a voice as it should have in regard to the policies of the provincial governments."

As evidence of the value of making representations in person to those responsible for legislation, Seasons cited CCA's conference with the Federal Cabinet last year and testimony representatives gave to the Commons committee that studied revision of NHA.

The conference at which members of the management committee told the Cabinet of the industry's policies on legislation was the first of its kind. "This innovation was very successful." The brief not only brought CCA views before the Cabinet, but it was circulated widely among officials, business and labor. It also got press publicity.

CanCar Order Backlog Smaller

MONTREAL (Staff) — While the backlog of orders is not at the high level of a year ago, Canadian Car & Foundry Co. is making progress in its aim to increase earning power of facilities by operational efficiencies through integration of plant and personnel, President E. J. Cosford told the annual meeting. He referred to the improvement in net profit last year to more than $3 millions—$825,000 more than the previous year.

"Almost three months of our fiscal year have elapsed and the position at this time indicates that our volume of orders will not be as plentiful as in the year just passed, Mr. Cosford said. "This is particularly true of the Car Division, because, unlike a year ago, there are no orders on hand for passenger cars."

He remarked that because of the railways' continuing dieselization program, it's only a matter of time until further rolling stock will be required to meet demands and operational needs. CanCar expects "to participate in these equipment requirements as they develop." In the company's automotive division, there are substantial orders on hand.

Canadian Car & Foundry's net profit for the year ended Sept. 30, 1954, was $3,044,364, — up 37.2% from 1953. Working capital at fiscal year end amounted to $13,513,970.

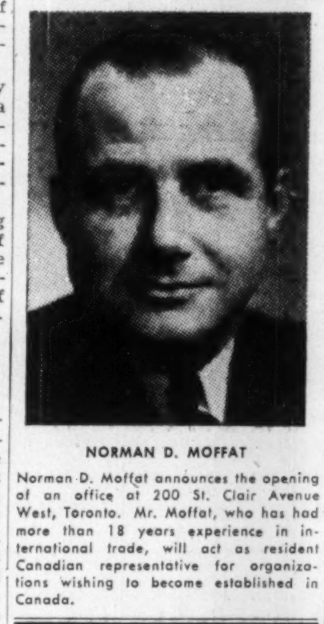
114 Stocks' Yield Averages 4.54%

Average yield on 114 dividend-paying stocks on Toronto Stock Exchange as compiled by Moss, Lawson & Co. on prices of Jan. 17, was 4.54%, off .01 from the previous week. Current yield compares with 4.64% one month ago, 5.55% for the corresponding week last year

Here is the yield by the various groups:

	Jan. 17 %	Week Ago %	Month Ago %	Year Ago %
Common ...	4.40	4.40	4.46	5.46
Pfd. & A ..	4.46	4.47	4.52	5.22
Mining	5.32	5.34	5.32	6.41

ANNOUNCEMENT

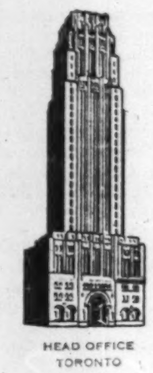


NORMAN D. MOFFAT

Norman D. Moffat announces the opening of an office at 200 St. Clair Avenue West, Toronto. Mr. Moffat, who has had more than 18 years experience in international trade, will act as resident Canadian representative for organizations wishing to become established in Canada.

The Canadian Bank of Commerce

offering of
Additional Capital Stock



HEAD OFFICE
TORONTO

For the first time in twenty-five years The Canadian Bank of Commerce is offering its shareholders the right to subscribe for additional shares of its capital stock.

For each four rights held, the holder may subscribe for one share of new capital stock at a price of $27.00 per share. New shares may be paid for in full, or in ten monthly instalments of $2.70 per share, commencing March 15, 1955.

We recommend Canadian Bank of Commerce shares for investment.

If you are a shareholder of the Bank we offer our facilities for you to exercise your rights . . . to purchase additional rights . . . or sell all or part of your rights.

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A folder describing the offering of additional shares and giving some important information concerning the Bank will be sent you upon request.

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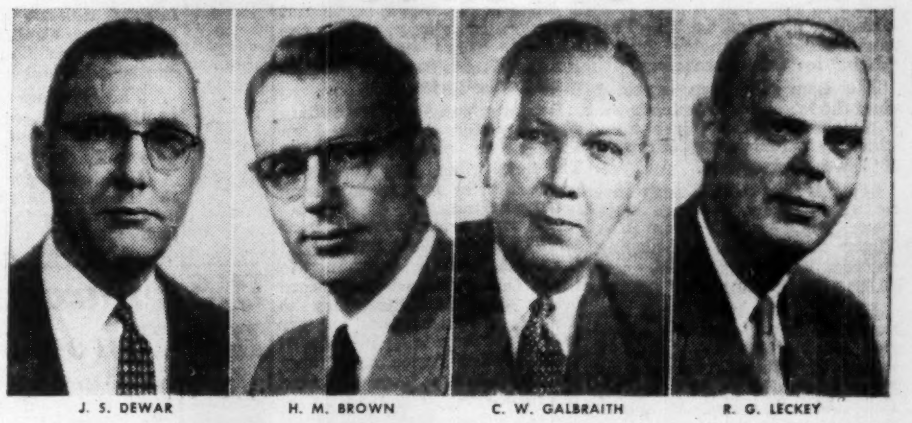

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As a further step in National Carbon Company's expansion program, the formation of a Development Organization has been announced by Mr. A. A. Cumming, President. Mr. J. S. Dewar is appointed Manager. Mr. H. M. Brown is in charge of product and process development. Mr. C. W. Galbraith is responsible for new industrial and automotive products, and Mr. R. G. Leckey for new consumer products.

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Nov. 22 — **New Thurbois** — Then 20c: "Could have a move." NOW 66c, a Gain of 230%.

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Nov. 22 — **Bonville** — Then 12c: "Adjoins Faraday and is location Bet!" NOW 19c, a Gain of 58%.

Nov. 29 — **Lake Nordic** — Then 90c to 95c: "A Hold and a Buy." NOW $1.35, a Gain of 50%.

Nov. 29 — **Gulch** — Then 65c: "Improving gradually, so Hold on." NOW $1.05, a Gain of 61%.

Dec. 6 — **Quebec Nickel** — Then $1.25: "Continue to Buy for important move up." NOW $1.45, a Gain of 16%.

Dec. 20 — **Scurry Oils** — Then 95c: "Could really move on news." NOW $1.75, a Gain of 84%.

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Can Farmer-Labor Council Survive Rail Rate Storm?

A wave of controversy soon may smash the never strong foundation on which the house of farmer-labor unity is supposed to rest.

A year ago, Canada's ambitious and militant farm unions realized a dream. They persuaded the nation's two major labor groups to form a joint farm union-labor union committee.

Today the dream may be on the verge of becoming a nightmare. In simplest terms, the clash of interests and personalities may paralyze the once-heralded Canadian Farmer Labor Economic Council.

On the basis of doing and saying little or nothing, the Council might continue its existence indefinitely. At least one of the top farm union leaders wants the Council to tread carefully, doing nothing which might lead to controversy.

But, after months of carefully avoiding publicity or argument, it now appears the Council is going to bite into an issue which may blow it to bits.

The explosive subject: The special low Crows Nest western grain rates. They're sacred to Prairie grain farmers, but rail labor—with considerable sympathy from other unions—would like to see them junked. The question likely will arise at this week's scheduled Ottawa meeting of the Council.

Labor's stand, as voiced by Frank Hall's railway brotherhoods, is that the low rates are reflected in lower rail revenues and lower rail wages.

There's been some support for this argument from independent observers and economists.

One way around the trouble would be for the farm-labor council to urge retention of the Crows Nest rates and payment of a federal subsidy to compensate the railways. Neither labor nor the farm unions are keen about this solution.

Labor is aware the Federal Government is reluctant to pay any more subsidies to the railways. Therefore the best way to get the money would be direct from grain shippers through higher freight rates.

For the farm unions, even the suggestion that there is anything at all wrong with the Crows Nest rates would almost amount to heresy in the eyes of western farmers.

As the most militant branch of farmer organization, the farm unions—in Saskatchewan, Manitoba, Alberta and Ontario, although the latter is little concerned—can hardly seem less enthusiastically in support of the Crows Nest rates than the less vocal farm federations and co-ops.

The farmer stand is that wheat shipments are so heavy that the low rates still allow the railways a profit. Therefore rail labor loses nothing through the rates.

Both railways and rail labor disagree with this stand. They're not likely to change their minds.

The farm unions, too, aren't likely to alter their support of Crows Nest rates.

This is indicated by the reaction last year to suggestions by a top labor official that farm unions withdraw their opposition to change in the special low rates.

Gordon Cushing, secretary of the Trades and Labor Congress, attended conventions of the Saskatchewan and Manitoba farm unions. At both he ran into flat opposition to any change.

A second vital subject on which there is wide disagreement is that of wages. The labor unions want increases; the farm unions are cool to wage demands, fearing they may push up farm costs.

If the farm unions and labor unions can't agree on these two basic subjects, their Council will lose much of its force.

Sharp Cut In Record Prices Perks Retail Sales Volume

The long-awaited drop in phonograph record prices reached Canada last week. It pleased record fans and soon sales began to pick up everywhere.

Dealers reported to The Post sales increases ranging from "slight" to "very satisfactory."

The drop had been expected since the leading companies in the U. S. slashed prices just after Christmas. Reductions of up to 30% were advertised.

New prices in Canada, suggested by the makers, average 20% lower. Some examples from RCA Victor for 12 in. long-playing records: Old price $5.95, new $4.80; $7.95 ($6.80); $6.95 ($5.80).

Similar cuts have been announced, or are planned, by all the leading makers. Not all records are affected; some, notably those expensive to produce, retain their old prices. In one or two isolated cases records have had their prices raised "to bring them into line with others of a particular series."

Many retailers are caught with big inventories purchased at the old wholesale price.

But the general retail reaction is favorable. A spokesman for a leading department store said he believed the new prices would eventually boost sales by 30%. "Sales are already going very well."

Minor Price War

Behind the decision to cut prices is the strange cut-rate battle that goes on in stores across the country. These shops sell LP records at up to 20% less than the quoted retail price.

Recently many retailers selling at the quoted prices have been feeling the competition badly. The new prices, they hope, will preclude price wars by squeezing profit margins.

The new prices have worried some of the discount houses, but they are already adjusting to them. One leading cut-rate record dealer explained his plans to The Post. "Right now we are selling all records at 30% below their old listed price, or in other words about 10% lower still than the new prices. I am glad to see the price come down. It was due a long time ago. I think sales will rise. In fact, they already have in the few days since the cuts were announced.

"We have been caught with thousands of records in stock at the old price, but I estimate even at my new price we will make an 8% profit. We will certainly lose out at first, but the cuts are good for the record industry so they are good for all of us."

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Paints

GLIDDEN CO., Cleveland, Ohio, consolidated net profit for the year ended Oct. 31, 1954, amounted to $7,093,043, 0.2% less than consolidated net of the previous year of $7,109,272.

In September, 1954, the new $600,000 Montreal paint manufacturing plant was opened. The plant will serve Quebec and the Maritimes, and help serve other Canadian customers along with the Toronto plant. The new laboratory and technical service centre at Toronto is under construction.

Earnings retained in the business included $4.5 millions of the Canadian subsidiary ($4.1 millions in 1953).

Oil Production

PONDER OILS reports that the year ended Aug. 31, 1954, was "the worst that Ponder has experienced."

There was a loss of $108,011 after writing off over $297,000 for depreciation and depletion.

Loss of drilling revenues due to bad weather, exploration expenditures that "depleted working capital to the vanishing point," were contributing factors to the poor showing, President Paul E. Moseson reports.

The company was active in Alberta, Montana, Texas and Manitoba in the past year. Five wells drilled on the State lease in Montana increased oil income from this source by 40% to $19,800 a month. Much more oil could be produced here if a market existed, it is stated.

One of three wells in Texas was productive while a foothills well in which Ponder participated was abandoned. However, a further test is planned on the 116,800-acre tract.

Oil has been found at the town of Virden since year end.

At the end of the fiscal year, all three drill rigs were under contract and were either drilling or moving to location.

CONS. INCOME ACCOUNT

Year Ended Aug. 31:	1954
Oil sales less roy.	$455,093
Add: Drill rev.	419,550
Other inc.	51,312
Total revenue	925,955
Less: Oper. exp.	527,908
Admin. & gen. exp.	123,560
Deprec.	164,508
Depiet.	123,132
Deb. int.	68,984
Amort. deb. disc.	12,153
Loss sale equip.	3,721
Net loss	108,011
Earnings per Share	d$0.052

CONDENSED CONS. BALANCE SHEET

As at Aug. 31:	1954	1953
Cash	$32,834	$14,984
Short term invest.	......	203,353
Accts., etc., rec.	75,297	‡179,009
Wells in prog.	46,578	46,337
Inventories	52,969	53,087
Total curr. assets	207,678	496,770
Prepd. exp.*	4,941	11,025
Misc. assets	164,320	134,027
S.f. deposits	4,346	*20,864
Invest.	42,233	78,500
Land, plant & equip.†	573,118	563,130
Lease. & dev. exp.▲	1,241,413	1,389,125
Excess amt. pd. for subs. net assets over bk. val.	371,642	371,642
Total assets	2,609,741	3,065,083
Due bank	115,855	100,000
Accts., etc., pay.	113,622	224,549
Notes pay.	144,679	......
Total curr. liab.	374,156	324,549
Funded debt	1,324,000	1,449,000
Red. of deb. bef. s.f. req.	......	13,678
Capital stock	1,027,350	989,850
Capital surplus	458,550	421,050
Less: Deficit	574,315	133,044
†After deprec. of	665,695	519,394
▲After depl. & amort., of	280,743	177,097
Working capital	††166,478	172,221

*Incl. in curr. assets in co's report.

‡After reserve.

††Excess of curr. liab. over curr. assets.

SUPERTEST PETROLEUM CORP. issued 69,641 shares of capital stock upon conversion of 4% convertible sinking fund debentures. There are 719,443 shares in the treasury and 660,057 outstanding.

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POST TRAVEL BUREAU

Where to go — how to go — where to stay

JAPAN AIR LINES

AN AGREEMENT signed recently in Ottawa opens up new horizons to Canadian holiday makers. Permission has been granted to Japan to operate an airline service into Canada. Japan Air Lines flies three services a week between San Francisco and Tokyo with stops at Honolulu and Wake Island. They will now continue to Vancouver.

The Japanese service — in American-built and piloted DC-6Bs — emphasizes comfort. At the cocktail hour, passengers are served by kimono-wearing stewardesses. An attempt has been made to create the atmosphere of a Japanese tea house, or "cha ya," in the aircraft.

High point for holiday makers is unlimited stop-over time anywhere along the route. In this way the airline hopes to attract the tourist out to sample the delights of the Orient, leaving the time-pressed business travelers to the other faster lines.

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Lennox Furnace To Handle Sales

Lennox Furnace Co. (Canada) has completed arrangements to take over sales and distribution of Lennox heating and air conditioning in Eastern Canada. This operation was formerly handled by Aire Flo Furnace Co. Aire Flo personnel will become part of the Lennox organization.

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U.S., European Investors Buy Toronto Real Estate

Investment in office buildings appears to be continuing to be attractive at Toronto in spite of extensive building the last couple of years.

Two older Toronto office buildings have recently been purchased by U. S. and European interests. Also, a local builder has bought a small hospital near growing "insurance row" for demolition and replacement with a sizeable office building.

Louis J. Glickman, one of the largest real estate investors in the U. S., has purchased the 16-story Northern Ontario Building at Toronto. Price was not disclosed, but replacement value of the building has been quoted at $2.3 millions.

Glickman is said to have purchased more than $100 millions of office buildings and other income properties in the U. S. in the last couple of years. He is now interested in Canadian real estate, in all parts of Canada, The Post is informed.

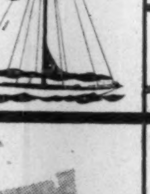
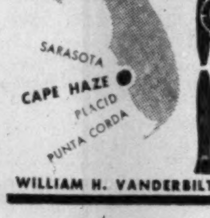
The Northern Ontario Building was owned by Canadian interests, Northern Ontario Building Ltd. It is a multiple-tenant office building at Bay and Adelaide Sts. in downtown Toronto. It contains 83,000 sq. ft. rentable space including ground floor store space.

The building is about 28-30 years old.

Agents for Mr. Glickman were John Penturn & Son Ltd., Toronto realtors.

Unnamed European investors have bought the Bloor Building on the southeast corner of Bloor and Bay Sts. Price has not been disclosed, but a value of $2 millions has been mentioned for the building. It is a six-story structure with several office tenants, including Crown Life, Metropolitan Life and Household Finance, and 12 stores. The European interests already own a Toronto apartment building. They are stated to have purchased in other Canadian cities.

Jacobson & Lipson, Toronto builders, will build and own a 100,000 sq. ft. new office building on the northwest corner of Isabella and Jarvis Sts. just below Bloor St. Demolition of St. Mary's Hospital, now on that site, will begin about September. Early 1956 completion is scheduled. A cost of $1.5 millions has been estimated for the building, which will be four stories, all offices. Company already owns a five-story office building at 10 Eglinton Ave. West, and other properties it has built in the last few years.

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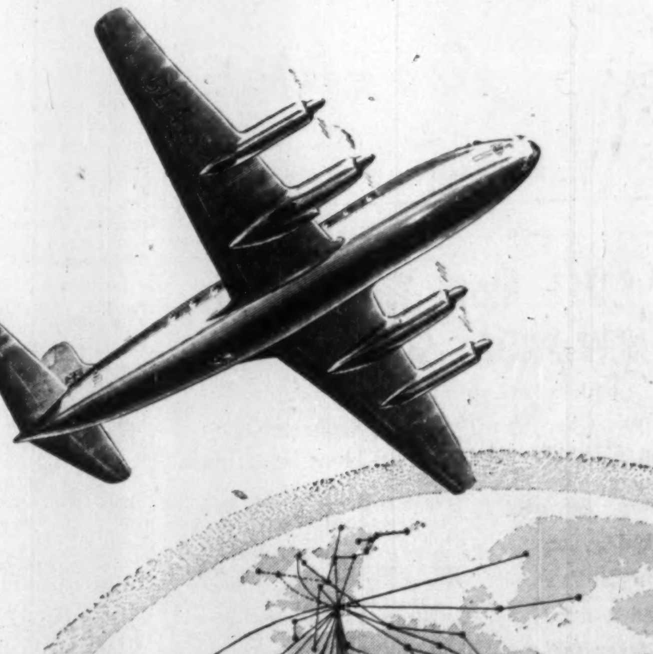

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Will Toll Roads Solve Highways Problem?

Feelings Are Mixed In Ontario on Penny-Mile Driving Plans

Canadian planners today are giving toll roads serious thought as a solution to our clogged highways. Here is why they're not all jumping on the toll bandwagon — some of the strong arguments for and against pay-as-you-go motoring.

Toll roads were brewing up a storm of controversy around Ontario's legislative halls this week.

Three branches of the Provincial Government were seriously studying toll road planning and economics. As a clincher, Premier Frost issued a let's-be-reasonable-folks statement to the voters.

The big question: Are toll roads the answer to the province's need for bigger, better highways?

Toll highways are fast reaching their heyday in the U. S., where more than 2,000 miles of pay-as-you-drive roads link its great cities. Another 10,000 miles have been authorized or proposed.

Canadians are quick to look to the U. S. for guidance in their toll road thinking. What are the real facts from Below the Porder?

There is one major premise that Canadians should keep in mind: Toll roads have as many important enemies as they have important friends.

The arguments pro are pretty straightforward:

—Need: The country needs new superhighways, but road appropriations can't pay for them.

—Price: The tolls are reasonable (a typical rate for private cars: 1½c a mile).

—Competition: Toll roads exist side-by-side with old free highways, so they're not monopolistic.

The arguments against range from the practical to the idealistic:

—Mismanagement: If governments used their auto license fees and gasoline taxes freely they wouldn't need the tolls.

—Burden: Using both tolls and taxes to support highways constitutes "double taxation."

—Revenue: Roads are public services, not revenue-getters. Some governments keep the tolls in force even after they have paid off the bonded debt.

—Expense: From a commercial point of view, truckers find the tolls heavy, in one case equivalent to a 20c-a-gallon gasoline tax.

Valid though the objections may be, they are not stopping a national U. S. boom in road-building and planning. Planners are looking to this oldest of business schemes as an answer to many of their toughest traffic problems.

Despite sporadic local boycotts and public objections, American motorists are using the toll highways. In 1953, the roads collected almost $50 millions in tolls.

The famous Pennsylvania Turnpike, the greybeard of toll highways, is 15% ahead of revenue forecasts and six years ahead of schedule in settling its bond debts.

The apparent success of some U. S. toll highways has resulted in considerable enthusiasm. Politicians and planners alike have looked to the toll road as a panacea, an outlook which hard-headed engineers are trying to quash.

Motorists, too, are sometimes blinded to the facts by the sight of six or eight concrete lanes stretching ahead of them, untwisting, from city to city.

Listen to what three down-to-earth U. S. businessmen say:

"The turnpike idea has become over-accepted, so that people think they'll pay for themselves no matter what they cost."

"Many turnpikes found themselves in marginal situations last year."

"All existing situations are based on a rising economy over the past 15 years. How will they do in the future?"

Meets Local Opposition

Local opposition to toll roads can affect revenue estimates. One eastern state recently replaced a free road with a connecting turnpike outside a large city, charging a 10c toll. Motorists, angry and resentful, boycotted the highway.

Inside a few months, the toll road authority was behind in its income. In addition, small towns on either side of the superhighway found themselves swamped with traffic using the free secondary highways. They appealed for some kind of action.

"It isn't the dime. It's the principle that these guys think they can slap a toll on every road they build these days," the motorists replied.

Last year even the Pennsylvania Turnpike found that its total revenue was down 5%, the trucking volume down about 9%. Truckers are not using the turnpike as much as the planners expected.

Furthermore, a large segment of serious economic thinkers see toll roads as a step backward.

"It's like going back to the days when all good schools charged tuition, and if you couldn't pay you didn't get a good education," one observer has said.

The world's first tolls were extracted by Middle East desert chieftains, who controlled the domains through which the rich caravan routes passed. Pay up or we mop you up, was the law. These tolls were one reason why such items as spices brought fantastic prices once they reached Europe.

In Medieval Europe the toll road was the accepted practice. It resulted in hundreds of agonizing delays, inconveniences and indignities when men and goods moved any distance at all.

Perhaps comparing these ancient practices to modern turnpikes seems ridiculous. But, as an observer pointed out not long ago, a motorist driving through New York City today on its new intra-urban highways must stop to pay at least half a dozen tolls, ranging from 10c to 50c.

Revenue For Owners

Businessmen, too, don't like the attitude of governments who look on toll roads as revenue-earners. In time, long after they've been paid for, some turnpikes have become profitable enterprises. This is an added burden on the public when other state taxes are not reduced accordingly.

For example, the State of Connecticut has stated quite boldly that it plans to perpetuate the tolls on at least three superhighways.

Nevertheless, Americans use the turnpikes, are proud of them, want to build more. Economists have likened this turnpike obsesmania of the last century.

Officials planning a turnpike must assess three important factors:

—The cost of the new highway.

—The traffic available.

—"Competition" from free sion to the railroad building state roads still adequate for the route.

In smaller or less populated states the turnpike obsession has so fired some officials that they want to "keep up with the neighbors" at any cost. This prompts them to ignore one, sometimes all, of these key factors.

For example, engineers have had to turn thumbs down on turnpikes in Wisconsin, Ohio, Georgia and Arkansas over the objections of roads officials.

Said one construction engineer: "When we think a road proposal is clearly on the marginal side, we won't go into it."

Today, existing U. S. turnpikes —profitable, unprofitable or marginal—are scattered from Maine to Florida, from New Jersey to Colorado. Some link up, others carry tons of speeding metal to state boundaries where they stop like anticlimaxes.

Seek Federal Aid

States are asking Washington for Federal aid in toll road programs. Investment men say they can always sell turnpike debentures. If all the turnpike programs reach reality, the U. S. will be connected by the world's widest, fastest, safest, most expensive highway system in the world.

Some day, theoretically, a motorist will be able to climb into his car in New York City and drive non-stop at 70 mph. to Los Angeles. But the trip might cost him up to $75 in tolls. He can fly at 250 mph. for $100.

From all this debate and furor, Canada can learn some lessons:

—Toll roads are big investments, not end-alls to traffic troubles.

—They would appear to be practicable only in heavily populated, highly industrialized areas, to wit: Ontario and Quebec.

—A few hours of driving time saved may appeal to the traveller, but not to the trucker when it boosts his costs substantially.

—Any provincial government faces trouble when it sticks its neck out on "double taxation."

—Tolls are an easily acquired habit, particularly when finances look a little rough.

—Any major turnpike program in Canada will probably need Federal Government financial support.

Argus Assets Value Steady

Indicated asset value of common stock of Argus Corp. at present is practically unchanged from $34.75 a share reported at Nov. 30, 1954, said President E. P. Taylor at the annual meeting.

He also listed major investments of the company, which together aggregate over 90% of the value of assets. They are:

—400,000 shares of B. C. Forest Products;

—350,000 shares of Canadian Breweries;

—300,000 shares Dominion Stores;

—600,000 shares of Dominion Tar & Chemical;

—1.5 million shares of Massey-Harris-Ferguson.

To fill the vacancy created on the board of directors by the retirement of Felix E. Notebaert, H. R. MacMillan, chairman of MacMillan & Bloedel Ltd., was elected.

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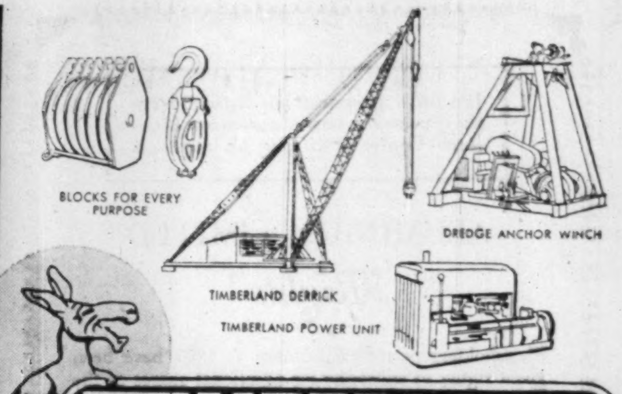

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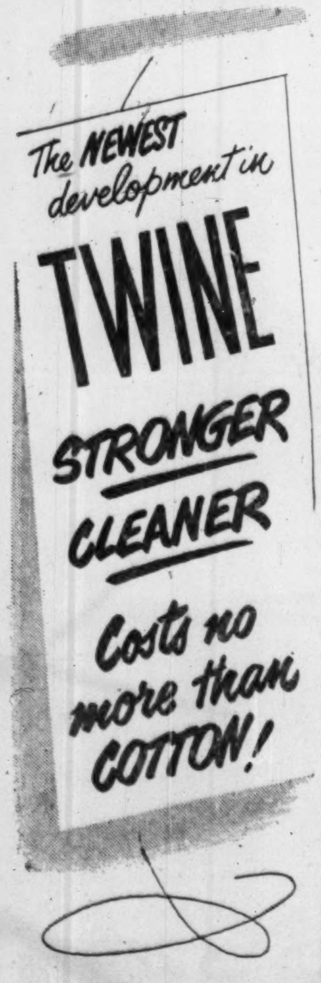

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Careful drivers of Ontario!

HERE'S MONEY-SAVING NEWS FROM STATE FARM MUTUAL...

North America's largest auto insurance company

1. NEW PLAN!

Seven separate rating groups mean you pay only the amount needed to insure drivers like yourself

State Farm policyholders in Canada have always been grouped on the basis of *where they live.* They've paid rates based on the cost of protecting members who live in areas like their own.

Now, in addition, members are to be further grouped by age of drivers . . . use of car . . . and accident experience.

Now, in each rating territory, each member will pay only the minimum amount necessary to protect *car owners like himself.*

WHICH RATING GROUP ARE YOU IN? Simply answer these questions and determine which horizontal group of answers fits you.	1. Is the principal driver of the car 25 years of age or older?	2. Do you use the car for pleasure driving only? (Driving to or from work, or use by farmer or clergyman is considered pleasure driving.)	3. Are all male drivers of the car living in your household 25 years of age or older?	4. Have "all male operators of the car living in your household driven without an auto accident in the past 3 years?
1A Principal driver age 25 or older. No male driver under 25. Pleasure use only. No accidents by male driver in past 3 years.	YES	YES	YES	YES
1B Principal driver age 25 or older. No male driver under 25. Pleasure use only.	YES	YES	YES	NO
2A Principal driver age 25 or older. Pleasure use only. No accident by male driver in past 3 years.	YES	YES	NO	YES
2B Principal driver age 25 or older. Pleasure use only.	YES	YES	NO	NO
3A Principal driver age 25 or older. Business use. No accident by male driver in past 3 years.	YES	NO	—	YES
3B Principal driver age 25 or older. Business use.	YES	NO	—	NO
4 Owner or principal driver under 25.	NO	—	—	—

2. NEW RATES!

Liability, collision, comprehensive rates now average 15% below the rates charged by most other companies

State Farm members have always enjoyed State Farm's outstanding insurance protection and dependable claim service—across the Dominion and in the U.S.A.—at remarkably low cost.

That's because State Farm Mutual deliberately avoids careless . . . reckless . . . irresponsible motorists. It seeks to insure *careful drivers only*—the kind who have few accidents and cost less to insure. State Farm passes back to these members—in the form of low rates—the savings that careful driving makes possible.

Now, State Farm's new, improved "Careful Driver Rating Plan" has made possible a brand-new rate structure which makes State Farm insurance an even better buy.

Because now State Farm rates for most coverages—for whatever kind of private passenger car you drive . . . wherever you live . . . average 15% below the cost of equivalent protection with most other insurance companies!

RATES CHARGED BY MOST OTHER COMPANIES
NEW STATE FARM RATES — AVERAGING 15% LESS FOR NEARLY ALL COVERAGES

NOTE: new State Farm rates will take effect for present State Farm members with renewal notices mailed after January 14, 1955.

Most members will pay less for their auto insurance. Some will pay more. But everyone will pay less than he would for equivalent protection from most other insurance companies.

If you are NOT now insured with State Farm . . .

compare State Farm's new "careful driver" rates with what you are now paying for automobile insurance. To do this, simply contact your friendly State Farm Mutual agent listed below. He will tell you if you can qualify for State Farm membership — and how you may save substantially on your auto insurance.

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Auto Life Fire
INSURANCE

STATE FARM MUTUAL

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CANADIAN OFFICE: 33 Bloor Street East, Toronto 5, Ontario

State Farm insurance is written only by State Farm Mutual Automobile Insurance Company and its wholly owned affiliates:
STATE FARM FIRE AND CASUALTY COMPANY STATE FARM LIFE INSURANCE COMPANY

In Ontario, consult: State Farm Agency (Ontario) Limited, 1393 Yonge Street, Toronto; WA 4-1476, or look under 'Insurance Companies' in the yellow pages of your local telephone directory.

New Styles, Colors For 1955 Homes

Furniture Makers Look For Higher Sales, Firm Prices

The 1955 parade of Canadian furniture features more colorful distinctive styles than ever before.

Suppliers and buyers in the healthy $100 million industry who gathered at the Canadian Furniture Mart in Toronto to do business during the 10-day show thought so.

On that background, here is the picture they drew of the furniture and furnishings business:

—Firm prices.
—Steady to higher sales.
—Keener competition.
—A growing market.
—Good delivery on goods.

In the sprawling Automotive, Industrial and Coliseum buildings some 6,000 store buyers had a chance to examine new-style wares of 378 exhibitors. Orders they placed were for latest-model chairs, chesterfields, tables and lamps you will be able to buy in stores this year.

In exhibitors, buyers, space (displays covered 280,000 sq. ft.) it was the biggest show in the industry's history.

What's the trend?

—Definitely modern with simple functional lines and highlighting pastel colors, like pink and blue. Emphasis is on brighter, lighter rooms.

—Sectional interchangeable furniture continues popular because of adaptability in room arrangement. One company showed sectional units which provided over 100 optional room arrangements.

But the mart showed generally little evidence of original Canadian design. Although much on view is new to Canada, most represents copies—modified or straight—of designs developed in other countries, chiefly U.S. Manufacturers prefer to produce for a market they know than to pioneer with doubtful market prospects.

These were among the Canadian highlights of the show:

—A contour lounge chair of canvas or other material, made by Sun-Lite Outdoor Furniture Co. It won a prize in the garden lounge group at the world exhibition in Milan last September.

—A nine-bulb lamp in form of a lily with a shade of perforated mesh, produced by Sheldon Manufacturing, Montreal.

—A coffee table with pullout glass compartment bar to hold 34 glasses of various sizes. Made by Bogdon & Gross Furniture Co., Walkerton, Ont.

—Metal cast tapered legs to fit into chairs, chesterfields, beds, etc. "Light and strong, they are particularly designed for 'new look' furniture." Produced by Nortex Products Corp., Toronto.

Buyers Cautious

Sellers found buyers fairly cautious. Most buyers shopped around for good quality. A few considered prices with discounts before quality.

But the chances are they all got better value for their money than ever before in this fast-growing industry. Here's why:

In 1939, there were 493 furniture establishments in Canada, employing about 13,000 people who earned less than $13 millions in salaries and wages. In 1953 (latest available figures) 1,577 establishments employed over 2?,000, earning some $66 millions. Production jumped from a net of $19 millions to more than $106 millions in 1952. The industry is still growing.

What are the 1955 styles, prices, trends in furniture and furnishings? Here's what representatives of some of the firms displaying at the mart think:

Kitchen — The 1955 style features neat, simple lines, warm colors like pink and gold, at about the same prices, says Abe Rosen, sales manager, Nortex.

It looks like a banner year. Sales are very, very good. Deliveries can usually be made within 10 days.

Chrome accounts for the bulk of sales but plated bronze and gold are becoming more popular in kitchen sets. A table and four chairs cost from $53 to $80 with the average about $60.

Furniture—Sales are firm this year, says Harry G. Haynes, sales manager of Sklar Furniture Manufacturing Ltd., Oshawa.

Volume commitments are not large. Buyers are more selective, prices no higher. Definite improvement in style and quality means upgrading in business.

Latest trends in furniture have largely been developed by customers' desires. These in turn have been influenced by television, advertising, education and other media.

"Consider the mass market," suggests Mr. Haynes. "The automobile took people out of their homes. TV has brought them back in. The more they are home, the more they look around and think of their furniture. Next thing they buy new merchandise."

Modern furniture, says Harvey Weiner, secretary-treasurer of Braemore Upholstering Ltd., Toronto, outsold other types in low price range. At the medium- and high-priced levels, modern and traditional sold about the same. He thinks the trend is away from modern back to provincial. Older people always have bought provincial. Younger people will buy modern the first time, provincial the second.

Rugs—Styles have changed to follow lighter colors in furniture, says A. F. Wood, director of General Agencies Ltd., Toronto and Vancouver, sales representative for L. V. Textiles Ltd., Montreal, and (Monarch Division) Toronto Carpet Manufacturing Co. All floor coverings have had to dovetail into the trend.

Prices of cotton bath sets and bedroom rugs dropped about 20% last year because of competition from U. S. They won't likely drop further this year.

Lamps—The major change in lamps has been in color with pastels predominant to blend with upholstery. Ebonese and black are also popular this year. Plastic shades have "pretty well" taken over from silk.

Lloyd Singer, sales manager of Richard Singer & Sons Ltd., Toronto, says buyers are looking for styles and colors particularly. Many are just shopping around but in another month they'll start looking for spring promotions and buy in quantity at lower prices.

"It will be the best year in our history," he thinks.

Advantages of Mart

Charles L. Stark, managing director of Canadian Furniture Mart, claims:

"The mart is a fast, economical and efficient way of doing business. It provides a great diversity of goods for buyers to look at. It creates competition among manufacturers, improves quality of goods."

Fred M. Clow, past president of Furniture Travellers' Association of Canada, summed up this way:

"There have been greater advancements in styles and values last year than in any previous two or three years."

The heart of Canada's furniture industry lies in Southwestern Ontario bounded by such towns as Kitchener-Waterloo, Preston, Stratford where many plants are operated by second or third generation of founders' families. The industry is spreading each year as Canada's population grows.

A main selling theme of the industry today is increased value at the same price. This is brought out in bigger pieces, more modern design.

Labor is the big cost factor with many manufacturers. Practically all items going into furniture—burlap, fabrics, foam rubber, metal—are about the same price as last year.

Plan To Break Into U.S. Market

Four brothers, owners of Sklar Furniture Manufacturing Ltd., Oshawa, aim to reverse the trend of furniture trade. The trend has been to rely on the U.S. for proven furniture — items that have proved market appeal across the border.

The Sklar brothers plan to make and sell in southern U. S. the "Skarliner," a new, compact sofa bed of their own design, now in production at Oshawa. They hope to start building for the project this spring.

The company also plans a new three-acre factory at Whitby, Ont., this year to handle 400 upholstered pieces daily.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Beverages

DOW BREWERY LTD. consolidated net profit for the year ended Oct. 31, 1954, was $1,300,069, 11.0% higher than previous fiscal year's net of $1,171,159.

As of Oct. 31, 1954, Canadian Breweries Ltd. had acquired all Dow preferred and 56% of the Company's common stock. In future the company's accounts will be included in Canadian Breweries Ltd. consolidated accounts.

Reserve for taxes increased from $78,311 to $1,046,790. This together with $851,570 increase in depreciation accounts mainly for the much smaller percentage increase of net profit as compared with net earnings.

Capital expenditure for the fiscal year totaled $3.9 millions. An estimated $2.1 millions will be required in 1955. Modernization authorized in 1952 will be completed this year.

Montreal facilities have been concentrated in the downtown area. The Kitchener brewery has been improved and capacity will be increased shortly. Commitments for plant expansion and improvements contracted for as of Oct. 31, 1954, totaled $300,000.

Market value of securities was $3,457,000 compared with book value of $3,403,319.

Preference dividends of $501,446 eliminated arrears on that class.

CONS. INCOME ACCOUNT

Year Ended Oct. 31:	1954	1953
Net earnings	$5,155,786	$3,215,140
Less: Deprec.	2,580,205	1,728,635
Deb. int.	228,722	237,035
Res. for taxes	1,046,790	78,311
Net profit	1,300,669	1,171,159
Less: Pref. divds.	501,446	......
Surplus for year	798,623	1,171,159
Times Debentures Interest Earned:		
Before deprec.	22.54	13.56
After deprec.	11.26	6.27
Earnings per Share and Dividend Record:		
Preferred	$11.71	$10.55
Paid	1.75+*2.76	nil
Common	1.53	1.33
Paid	nil	nil

*To eliminate arrears.

CONDENSED CONS. BALANCE SHEET

As at Oct. 31:	1954	1953
Cash	$2,127,431	$1,464,894
Accts. rec.	2,950,843	2,360,783
Mkt. invest.‡	3,403,319	3,957,981
Inventories	4,508,245	4,903,784
Total curr. assets	12,989,938	12,687,442
Misc. invest. less res.	234,941	579,707
Misc. assets	330,228	296,732
Fixed assets*	17,529,533	16,035,676
Total assets	31,084,540	29,599,557
Accts. pay.	848,353	579,689
Sinking fund res.	500,000	235,000
Amt. pro. to acqu. min. int. subs.	......	39,722
Tax pay.	1,495,829	836,459
Total curr. liab.	2,844,182	1,750,870
Funded debt	6,500,000	7,000,000
Capital stock	8,185,285	8,185,283
Surplus	13,555,073	12,663,402
*After depr. of	11,925,870	9,560,153
‡Market value	3,457,000	4,004,700
Working capital	10,146,636	10,936,572

Contingent Liability—Commitments for plant improvements contracted for at Oct.

Trust Companies

CANADA PERMANENT TRUST CO. net profit for the year ended Dec. 31, 1954, was $161,983, 11.5% higher than previous fiscal year's net of $145,313.

Total assets under administration rose to $112,142,821, a company record. Company's capital, reserve and profit and loss balance now total $3,135,900.

	1954	1953
Liab. to pub. etc.*	$638,399	$1,340,701
Shareholders' equity	3,135,900	3,093,917
*Secured by:		
Mtges. & sls. agree.	1,642,396	1,741,082
Liquid assets♦	2,131,903	2,693,536
Total	3,774,299	4,434,618
♦Includes bonds and stocks.		
Estates accounts	112,142,821	107,203,124
Net profit	161,983	145,313
Earned per Share	$8.10	$7.27
Paid	6.00	6.00

INTERNATIONAL UTILITIES CORP. converted 5,980 shares of $1.40 cumulative convertible preferred stock in December, 1954, into an equal number of common shares. There are 203,513 preferred shares and 1,006,074 common outstanding

We have prepared an informative memorandum on Aluminium Limited. Copies available on request.

ALUMINIUM LIMITED
"Rights"

Shareholders of record January 7, 1955 have been given rights to subscribe for additional shares of the Company at $46 per share in Canadian funds or $47.60 per share in U.S. funds, on the basis of 1 share for each 10 shares held. Rights will expire January 31, 1955.

We recommend that shareholders exercise their rights where possible. To non-shareholders, seeking "growth" stocks for investment, we suggest that they take advantage of this opportunity to acquire Aluminium Limited shares—either through purchase and exercise of rights or by purchase of shares on the market.

We offer our facilities for transactions in these rights or shares.

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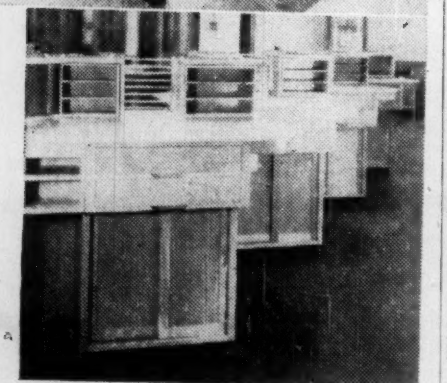

THE counters and cheque desks of this inviting interior of The Canadian Bank of Commerce, Oakville Branch, were executed by the craftsmen at Peninsula Cabinet Works. Write for your copy of the Peninsula Catalogue showing a wide range of cabinet work and store fixtures designed to meet the most exacting requirements.

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1838 HAMILTON ST . . . . REGINA
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510 - 8TH AVE. W. . . . . . CALGARY
525 SEYMOUR ST. . . VANCOUVER
The Western City Company Limited
544 HOWE ST. . . . . . VANCOUVER

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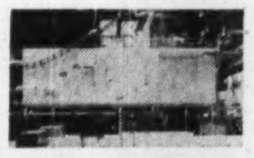
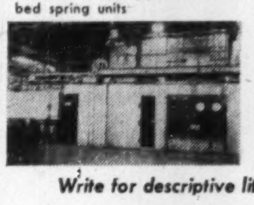


METAL FINISHING
ROSS Oven in complete production line for household appliances

PAINT FINISHING
ROSS Oven baking paint on metal bed spring units



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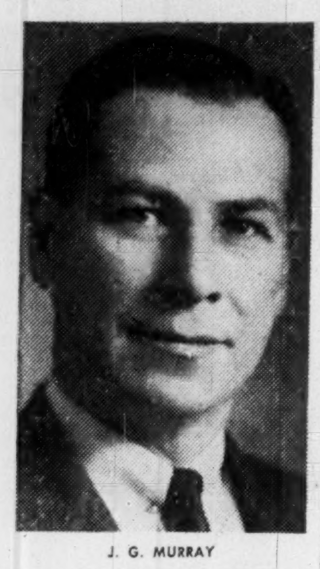
Obligations of Leadership

In publishing, as in every field of business enterprise, he that is first must perpetually be cognizant of the obligations of leadership. To seek only the rewards, brings its own inevitable punishment; replacement by someone more worthy from among those who strive to supplant him. Over the years, many a Titan has been swept off his high pedestal of leadership because he either failed to recognize this truth or brushed it aside with disdain. The ledgers of business are inked with their names. Man cannot live by bread alone; neither can a leader remain a leader by resting on his laurels and eating solely of the fruits of leadership. To hold his place he must constantly strive to serve better; to give more and do more for those he serves; to help accomplish greater things for all who have placed their confidence in him. They who accept the obligations will not only lead, they should continue to lead. Weekend Magazine has climbed by striving to follow these principles. Within four short years of its start, it has risen to be the leader of the media field in Canada, with a coast to coast circulation (effective February 5th) of 1,307,000 – or 400,000 more than any other publication. As of February 5th, Weekend Magazine, as part of the week-end editions of 25 leading Canadian newspapers, will be read every week in 5 out of every 10 English-speaking homes (non-French) in Canada. Advertisers spent $3,056,000 in Weekend Magazine in 1952. They increased this to $3,693,000 in 1953 and in 1954 to $4,974,000.

The biggest single selling force in Canada

Weekend
MAGAZINE

ANNOUNCEMENT



J. G. MURRAY

Announcement is made by The Canada Life Assurance Company of the appointment of J. G. Murray as Assistant Superintendent of Group Sales for Canada. Formerly Manager of Group Sales for Eastern Canada, Mr. Murray has been very successful in expanding the Company's Group Insurance business in that region.

How to Avoid a Third World War

Must the hates and fears of East and West lead to the extermination of mankind? Bertrand Russell, one of the world's great thinkers gives his attention to the world's most pressing problem and suggests a way out of the dilemnia.

Simpson's vs Eaton's

Does Simpson's love Eaton's? Fred Bodsworth reports on the rivalry of the two big stores. It's no short term, cut-throat price war but a planned, long-term, multi-million-dollar merchandising struggle. The complete report on the Simpson's-Eaton's retail battle is in the February 1 Maclean's.

The Dope Craze That's Terrorizing Vancouver

With two murders, two shootings and six bank hold-ups in a single month our third largest city is groping with the most frightening social crisis any Canadian community has had to face: it has the highest rate of drug addiction in the Western Hemisphere. Read the February 1 Maclean's for Mackenzie Porter's on-the-spot report.

Plus these features

Will the Reds Strike Siam? by Blair Fraser

The Story of the Volkswagen by Peter C. Newman

Meet Quebec's Most Famous Family—Les Plouffes, by Ken Johnstone

FEBRUARY 1 ISSUE

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MACLEAN'S

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How Ottawa Could Help Canadian Exporters—Muir

Two methods by which the Government could indirectly assist Canadian exporters were suggested by Chairman and President James Muir at the annual meeting of Royal Bank. His proposals:

—To offset exporters' disadvantage due to Canada's high-priced dollars, the Bank of Canada might use open market operations to affect not only rate of interest but rate of exchange.

—A corporation, owned partly or wholly by the Government, to finance longer term loans arising out of foreign trade. Its essential function would be to widen scope and operations of existing government entities such as Export Credits Insurance Corp. and Bank of Industrial Development.

"I am still of the opinion that Canada's future lies on the side of improving her competitive position rather than isolating herself behind heightened barriers to trade," said Mr. Muir.

"Increased protection is no answer. Protection helps only those Canadian producers who must compete in the home market against imports; it does nothing for our exporters except to subject them to a further rise in domestic costs and hence to a further limit on their ability to compete in foreign markets."

If anything is done to help relieve our producers of the economic consequences of a high-priced dollar, he said, it should not be more protection or a return to a fixed exchange rate, but simply the use of open market operations by the central bank. The Exchange Fund Account could buy U. S. dollars in the open market and bring the exchange rate down.

Definite Action Now

Decline in exports since 1952 is attributable to a number of interrelated causes, including price declines, increased competition from low-cost producers abroad, and recovery of industrial capacity in war-torn countries, he noted. But a new factor is that some European suppliers can, with government support, offer long-term financing to their customers abroad.

Similar financing has been available for many years to U. S. export houses, notably through the Export-Import Bank of Washington.

"It seems abundantly clear that definite action should now be taken to provide our traders with credit facilities they lack," said Mr. Muir.

These facilities could take various forms, but in general could be provided by a corporation — partly or wholly Government-owned — with the power to discount export paper of longer term than chartered banks can handle.

On the question of equity and incentive in the distribution of Canada's national product, Mr. Muir said: "Today, our progressive income and inheritance taxes have brought about a measure of equality unknown only a few generations ago.

"In this process we have achieved a most desirable result — we have raised the welfare level of great numbers of people.

"B[illegible] unfortunately, we have in the same process discouraged to some extent the incentive to produce. In other words, heavy taxation in the interest of equality may, in its extreme form, create equality of poverty, not equality of wealth."

An improperly designed tax system, he added, may interfere with such goals as a high level of business activity and the best allocation of economic resources.

If Canada's economic policy is premised on growth, said Mr. Muir, it may mean taking a course of action today that seems inappropriate in our present position.

"In business and government policy, it may mean taking a gamble on an expanding home market with all that such a market means in terms of low-cost quantity production."

Goals For Success

"We must start today to create the economic environment that will both encourage, and enable us to take full advantage of, that growth in population and capital without which we cannot realize the great potentialities that lie in our wealth of natural resources."

Policy decisions in government and business during 1955, said Mr. Muir should take account of these four interdependent goals for economic welfare:

—To try to maintain a high, stable level of business activity and employment.

—To ensure our resources are allocated to produce maximum volume of goods and services, and to bring these to market in the proportions consumers want them.

—To ensure distribution of national product and income combines equity with maximum incentive to increase the total amount of product to be shared.

—To ensure all policy decisions are consistent with an appropriate rate of economic progress and growth.

Referring to the 1954 amendment to the Bank Act, Mr. Muir said: "The change from a rigid 5% requirement, which had the effect of inducing the banks to carry excessive reserves, to an average of 8% (this can, of course, be increased to 12% if necessary), released many millions of dollars for useful and constructive credit purposes.

"In actual truth, this is the spring which largely fed the well out of which our money market loans have flowed.

"We interpreted the change to mean that Parliament and their advisers judge that for the time being an average of 8% cash reserves is full and adequate for banking needs and we are governing ourselves accordingly.

"In the circumstances we believe that if we are to exhibit sound management we must see to it that our funds are fully employed and not allowed to lie inactive. This has been our policy since the change in reserve requirements came into force and, in the absence of any further need or reason for maintaining excessive funds, we have deliberately set out to avoid an unusually heavy cash position."

Contingency Reserves

Commenting upon the transfer of $20 millions to Rest Account in 1954, Mr. Muir explained that the Bank Act puts a ceiling upon contingency reserves, which banks maintain as a backlog against deposit liabilities.

"If this ceiling is exceeded, a process is set in motion whereby the excess gradually assumes the status of ordinary earnings subject to full tax," he said. "Naturally the residue after payment of such taxes belongs to the shareholders.

"Happily, a prolonged succession of fruitful years has brought us, for the time being at least, to where we are experiencing the workings of the above arrangements and, to an extent, it is from this source that we have been able to make the large increase in Rest Account this year."

It was recently decided to appoint a comptroller 'who will be charged with the duty of seeing that rigid control is exercised at all times over our costs," said the chairman and president. D. L. Witter, chief accountant of Royal Bank since 1947, was named to the new post this week.

General Manager T. H. Atkinson, in his report to the annual meeting, told shareholders that loans increased by $43,875,823 in the 1954 fiscal year.

"It would have been reasonable to expect a decline in loans to accompany a falling off in the gross national product," he said, "but this has not proven to be the case, although the pace at which loans were expanding in Canada has slowed down."

Royal Bank has $22,672,390 outstanding in government-insured NHA loans at fiscal year end. Total commitments were "something over" $62 millions, said Mr. Atkinson. This represents approximately 40% of total commitments of all Canadian banks.

Issuance of 700,000 additional capital shares during 1954 resulted in the addition of "a large number" of new shareholders, bringing the total to 18,175.

One branch was opened outside Canada during the past year, and three more will be opened in the Caribbean area in the near future. This brings the total of Royal Bank's foreign branches to 74.

"At a time when Canadian export trade has been declining as a result of increased and intensified competition from other exporting countries," said Mr. Atkinson, "these 74 information centres abroad can be of inestimable value to Canadian exporters by assisting them through up-to-date and first-hand knowledge of local markets, their demands and selling problems, as well as by providing reliable credit information to prospective purchasers."

New Firm Plans Electronic Push

A British firm specializing in manufacture of process control and telemetering equipment has formed a Canadian subsidiary in conjunction with its Canadian representative, R. H. Nichols Ltd., Toronto. The new company, Evershed & Vignoles (Canada) Ltd., may eventually manufacture at Toronto.

It is now engaged in some subassembly work at Nichols plant. Products of the British firm, Evershed & Vignoles Ltd., have ben sold in Canada for many years by Nichols.

Electronic process control equipment is one product that will be aggressively promoted for sale to the chemical, oil, steel and other industries.

H. C. Dawson, formerly of the British company, is general manager. President is David Walker, chairman of the British company and president of the British Electrical Allied Manufacturers Association.

Electronic process controls use electric signals to actuate automatic controls for flow of fluids, instead of pneumatic or hydraulic signals. Greater flexibility and elimination of time lags in action of controls are advantages claimed for the electronic system.

Telemetering devices are meters that can be read at great distances, sometimes miles from where measurement is being made.

UNITED STEEL CORP. have become manufacturing and sales agents in Canada for Carrier Conveyor Corp. of Louisville, Kentucky. The agency covers Carrier natural frequency conveyors, designed to use less power and to allow operations such as cooling, dewatering, shake-out or sizing to go on while conveying.

Staff Changes

Chartered banks announce the following staff changes:

Nova Scotia:

A. G. BROWN, accountant, Main & Rupert, Winnipeg, to be manager, Peace River, Alta.

R. W. ARCHER to be accountant, Woodstock, N.B.

J. G. BEDARD, accountant, Grenville, Que., to be accountant, St. Roch, Que.

R. L. KENNEDY, to be accountant, Main & Rupert, Winnipeg.

A. E. PILSON, accountant, Woodstock, N.B., to be accountant, Fredericton.

* * *

Royal:

W. J. MURPHY, accountant, North Bay, Ont., to be manager, Bruce Mines, Ont.

W. F. BASSETT, manager, Bruce Mines, Ont., to be manager, Newmarket, Ont.

L. F. Puello, accountant, Santa Clara, Cuba, to be manager, Sagua la Grande, Cuba.

F. R. DUNN, accountant, Amherst, N.S., to be manager, Dartmouth North, N.S.

W. M. JAQUES, accountant, Regina, to be manager, 11th Ave. & Ottawa, Regina.

R. B. McINTOSH, accountant, Grande Prairie, Alta. to be acting manager, Hines Creek, Alta.

H. A. de SILVA, appointed accountant at New Amsterdam, B.C.

O. F. McINERNEY, Strathroy, Ont., to be accountant, Niagara Falls Centre, Ont.

J. SOLIS, assistant accountant, Santa Clara, Cuba, promoted to accountant.

E. J. ARCHAMBAULT, accountant, Niagara Falls Centre, Ont., to be accountant, North Bay, Ont.

G. D. MITCHELL, Lacombe, Alta., to be accountant Grande Prairie, Alta.

S. G. COX Langley Prairie, B.C., to be accountant, Port Coquitlam, B.C.

A. S. MacNEILL, Sydney, N.S., to be accountant, Pictou, N.S.

* * *

Commerce:

J. T. BOULTON, assistant accountant, Avenue Road & Eglinton, Toronto, to be accountant, Fleet & Harbour Sts., Toronto.

W. H. HAVARD, assistant accountant, North Winnipeg Man., to be accountant, North Winnipeg.

A. O. PALMER, to be assistant accountant, North Winnipeg.

E. J. F. SYMONDS, assistant accountant, New Westminster, B.C., to be accountant, Campbell River, B.C.

J. G. TAYLOR, to be assistant accountant, Moncton, N.B.

D. E. WILLIAMS, to be assistant accountant, New Westminster, B.C.

* * *

Dominion:

G. G. KENZIE, to be accountant, Bronte, Ont.

W. D. DUNGATE, accountant, Bronte, Ont., to be accountant, Eglinton Ave. & Rostrevor Rd., Toronto.

R. E. LORD, chge. securities, New York agency, to be credit officer, head office, Toronto.

J. H. FLINT, credit officer, head office, to be liability inspector, head office.

T. B. CONNOCHIE, supervisor, head office, to be manager, Vancouver, B.C.

R. M. DUNN, liability inspector, head office, to be supervisor, head office.

D. L. G. HUTCHISON, credit officer, Bleury St., Montreal, to be assistant manager, Bleury St. branch, Montreal.

G. WEBSTER, accountant, Lethbridge, Alta., to be accountant, Fort William, Ont.

G. E. SMITH, manager's secretary, Toronto branch, to be manager, new branch, Ellesmere Rd. and Pharmacy Ave., Toronto.

D. S. CRUTHERS, accountant, Niagara Falls, Ont. to be manager, new branch, Wharncliffe Rd. and Oxford St., London, Ont.

A. N. BILLINGTON, to be accountant, Eglinton & Bayview, Leaside, Ont.

C. R. BOYER, manager, Kirkland Lake, Ont., to be manager, Niagara Falls, Ont.

N. A. HAWTHORNE, manager, newly opened branch at Eglinton & Bathurst, Toronto, formerly accountant, Stratford, Ont.

J. D. McINTOSH, to be assistant accountant, Sault Ste. Marie, Ont.

R. M. WILSON, accountant, Malton, Ont., to be assistant accountant, Avenue Road & Eglinton, Toronto.

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Agency Openings

7 PLEASANT BLVD., TORONTO 7, ONT. WA. 3-1159 — HU. 8-7163

NATIONAL BANK OF DETROIT

STATEMENT OF CONDITION, DECEMBER 31, 1954

RESOURCES

Cash on Hand and Due from Other Banks		$ 407,485,850.84
United States Government Securities		807,068,295.91
Other Securities		114,882,794.67
Loans:		
Loans and Discounts	$ 373,844,651.61	
Real Estate Mortgages	101,311,433.88	475,156,085.49
Accrued Income and Other Resources		6,646,258.27
Branch Buildings and Leasehold Improvements		6,698,261.98
Customers' Liability on Acceptances and Letters of Credit		1,524,479.69
		$1,819,462,026.85

LIABILITIES

Deposits:		
Commercial, Bank and Savings	$1,548,001,851.95	
United States Government	87,922,097.18	
Other Public Funds	56,229,266.49	$1,692,153,215.62
Accrued Expenses and Other Liabilities		20,528,112.07
Dividend Payable February 1, 1955		1,125,000.00
Acceptances and Letters of Credit		1,524,479.69
Capital Funds:		
Common Stock ($10.00 par value)	$ 22,500,000.00	
Surplus	67,500,000.00	
Undivided Profits	14,131,219.47	104,131,219.47
		$1,819,462,026.85

United States Government Securities carried at $152,138,125.86 in the foregoing statement are pledged to secure public deposits, including deposits of $17,236,987.57 of the Treasurer, State of Michigan, and for other purposes required by law.

Member Federal Deposit Insurance Corporation

DIRECTORS

HOWARD C. BALDWIN
HENRY T. BODMAN
ROBERT J. BOWMAN
PRENTISS M. BROWN
HARLOW H. CURTICE
CHARLES T. FISHER
CHARLES T. FISHER, JR.
JOHN B. FORD
B. E. HUTCHINSON
BEN R. MARSH
JOHN N. McLUCAS
W. DEAN ROBINSON
NATE S. SHAPERO
R. PERRY SHORTS
GEORGE A. STAPLES
DONALD F. VALLEY
JAMES B. WEBBER, JR.
R. R. WILLIAMS
BEN E. YOUNG

COMPLETE BANKING AND TRUST SERVICES

45 OFFICES IN METROPOLITAN DETROIT

Imperial Bank of Canada

Additional Capital Stock

Imperial Bank of Canada has offered to its shareholders of record on January 7, 1955 the right to subscribe for additional Capital Stock on the basis of three shares for each seven shares held at a price of $32 per share. The Bank Act prohibits the offer of a fraction of a share. Full details of the offer are contained in a letter from the Bank to shareholders dated January 7, 1955.

The undersigned syndicate of investment dealers and stock brokers has agreed to purchase from the Bank, at a price to be negotiated, all new shares not subscribed for at the close of business on May 3, 1955, the expiry date of the offer of the Bank, including all shares representing fractions.

Additional information concerning the offer of additional shares by the Bank may be obtained from any of the undersigned.

Dominion Securities Corpn. Limited
Wood, Gundy & Company Limited
A. E. Ames & Co. Limited
McLeod, Young, Weir & Company Limited

J. R. Timmins & Co.
James Richardson & Sons
J. H. Crang & Co.
W. C. Pitfield & Company, Limited
Burns Bros. & Denton Limited
Geoffrion, Robert & Gelinas, Inc.
L. G. Beaubien & Co., Limited
F. W. Kerr & Co.
Dominick Corporation of Canada
McDougall & Christmas
Norris Securities Ltd.
Equitable Securities Canada Limited
R. A. Daly Co. Limited
Fry & Company
Kippen & Company, Inc.
Bunting & Skaith
Stanbury & Company Limited
Biggar & Crawford
A. F. Francis & Company Limited
Harris & Partners Limited
Royal Securities Corporation Limited
Draper Dobie & Co.
Bell, Gouinlock & Company, Limited
Osler, Hammond & Nanton Limited
Midland Securities Corpn. Limited
Cochran, Murray & Co., Limited
Wills, Bickle & Company
Houston, Willoughby and Company Limited
Moss, Lawson & Company
D. M. Duggan Investments Limited
Bartlett, Cayley & Company Limited
Dawson, Hannaford Limited
A. E. Osler & Co.
Wisener and Company Limited
Major & Company
Oldfield, Kirby & Gardner Limited
E. M. Saunders Limited
Morgan & Co.
Gairdner & Company Limited
Watt & Watt
C. M. Oliver & Co. Ltd.
Mills, Spence & Co. Limited
T. A. Richardson & Co.
J. R. Mooney & Co.
G. E. Leslie & Co.
Doherty, Roadhouse & Co.
Tanner & Co. Limited
Intercity Securities Corporation Limited
Fraser, Dingman & Co.
H. C. Flood & Co. Limited
Thomson & McKinnon
Carlile, McCarthy Ltd.
Craig, Ballantyne & Co.
R. Moat & Co.
Walwyn, Fisher & Co.
W. D. Latimer & Co. Limited

January, 1955

What's New

New Products, Applications and Ideas Gathered from World-Wide Sources or Made in Canada for the First Time

Windshield Frost Shield

Windshield protector for winter parking is made of plastic, edged with cloth. Designed to prevent frosted, icy windshields, it resists cold down to —60 deg. And it can be put on in a matter of seconds. Comes in a handy plastic bag that fits nicely into the glove compartment.

* * *

Straight Stripper

No more long, crooked and unmanageable spiral strips of metal from can opening keys. And no more cut fingers. New key for opening vacuum cans has plastic turning knob which is flush with the can's top when the unwinding band is inserted in the key's barrel slot. This knob, or wheel, remains in position and guides the band so that it stays in track. When the can is opened, the band slides freely off. Also, the key's tip lifts the metal tab to start the operation so you don't have to hunt for a knife to do the job.

* * *

It May Save A Life

Switch, recently introduced to the Canadian market, instantly cuts the ignition when a vehicle overturns, thus eliminating the most common causes of turnover fires, it's said. Designed for use in any truck, car or bus, it won't wear out, never requires adjustment and can be installed in five minutes. A tilt of 45 deg. or more will automatically cut off the ignition, but no other factors, such as rough roads, quick stops or turns, will operate the switch.

* * *

Lawn Lunch

Plant food, especially recommended for use on lawns, won't burn grass even when applied on wet ground or in the hot sun, it's said. One application should last an entire season, giving valuable nourishment during the hot, dry summer.

* * *

More Forceful Springs

A new line of semi-standard hydra springs, using liquid compressibility, provide up to 1,000% more force in much smaller space than mechanical springs, makers claim. Force and stroke may be adjusted by changing preloads or volumes or types of special fluids. Provide quick, easy installation, and simplify product design by being compact, self-contained, preloaded, plus being dampened and adjusted in place. Eliminate drilling spring pads, mechanical adjustments, external dampening, and retainers required by mechanical springs.

YOU ARE INVITED to publicize your new products in this column. Write, Editor, What's New, The Financial Post, 481 University Ave., Toronto 2, Canada.

* * *

Automatic Dictation

New model of well-known dictating machine, is about as automatic as it can be. It has all the major operating controls built directly into the small hand microphone. When the appropriate buttons are pressed, the machine will start or stop recording, lock for continuous recording or listening, give quick review playback, correction and length of letter markings. And there's no more reaching over to the machine to operate numerous levers manually.

* * *

Slip Squirt

Jet-propelled lubricant reaches hundreds of heretofore inaccessible trouble spots. Non-inflammable, it may be used with complete safety anywhere. May be applied instantly to clear rusted or frozen locks, keyholes, hinges, and any other gummed or frozen moving part in any mechanism. Another advantage: It won't clog and it isn't greasy, so it can be applied neatly and quickly, not only to correct a condition, but to inhibit formation of rust and gummy substances indefinitely.

* * *

Strong Bond

New adhesive, a heat resistant cement suitable for joining a wide range of materials, is said to offer unusually high bonding strength. Can be used with polyester laminates, rubber, leather, steel, aluminum, wood, glass, concrete, or fabrics for bonding to themselves or to one another. The bond is resistant to oil, gasoline, alkalis, acids, water at temperatures between —36 deg. F. and 230 deg. F.

* * *

Mottled Walls

Now you can put a coat of multi-color paint on your wall. New finishing material provides interesting color and pattern possibilities as well as unusual film and handling characteristics. Multiple colors, that do not merge or blend, exist separately within the finish. When sprayed on a surface they create an interlacing network of color. And it's possible to combine an unlimited number of colors together and spray them on simultaneously as one material from one gun and with no spray dust. The film is said to be very tough, resistant to scratching and chipping and very scrubbable. Grease marks may be removed easily with cleaning solvents without damaging the finish. Offered in a wide range of mixed colors, as well as solid colors, it adheres to a wide range of surfaces. Application may be made by conventional spray equipment or internal mixing gun.

* * *

New Catalogues

Canada Machinery Corp. Ltd., Galt, Ontario has recently published a 28-page, four-color book entitled "Tools For Industry." Well illustrated, it describes in detail the extensive and flexible facilities offered and equipment available.

A. C. Wickman Ltd., Toronto, manufacturers of carbide tools, has completed its new Wickaloy Tool Manual No. 554. The 48-page, two-color catalogue is well illustrated with diagrams and charts, and it includes the new American Standards Association nomenclature for carbide tools. This numbering method is now being adopted by the carbide industry in Canada as standard.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C1545 has been issued to the NETHERLANDS LLOYD LIMITED authorizing it to transact in Canada the business of:

Fire Insurance, Automobile Insurance, Inland Transportation Insurance, Personal Property Insurance, Theft Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C1543 has been issued to the N.V. THE NETHERLANDS INSURANCE COMPANY EST. 1845 authorizing it to transact in Canada the business of:

Fire Insurance, Accident Insurance, Aircraft Insurance, Automobile Insurance, Boiler Insurance, Credit Insurance, Explosion Insurance, Forgery Insurance, Guarantee Insurance, Hail Insurance, Inland Transportation Insurance, Live Stock Insurance, Machinery Insurance, Personal Property Insurance, Plate Glass Insurance, Real Property Insurance, Sickness Insurance, Theft Insurance and, in addition thereto, Earthquake Insurance, Falling Aircraft Insurance, Impact by Vehicles Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C1546 has been issued to the "FIRE INSURANCE COMPANY 'HOLLAND OF 1859' LIMITED" authorizing it to transact in Canada the business of:

Fire Insurance, Automobile Insurance, Inland Transportation Insurance, Personal Property Insurance, Theft Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

CERTIFICATE OF REGISTRY

Notice is hereby given that Certificate of Registry No. C1544 has been issued to the N.V. LIFE INSURANCE COMPANY OF THE NETHERLANDS EST. 1845 authorizing it to transact in Canada the business of: Life Insurance.

A. F. M. PRONK,
Chief Agent in Canada.

Toronto, Ontario.
December 21st, 1954.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Oil

COMMONWEALTH PETROLEUM showed a decline in net profit to $331,121 or 42 cents a share for the year ended Sept. 30, 1954. Drop from $1,088,167 or 54 cents a share, a year earlier, was chiefly attributable to a reduction in dividend income from subsidiary and associated companies to $792,342 ($1,069,488).

Holdings include 944,007 of 1,133,823 issued shares of Commoil, 1,475,630 of 1,679,916 issued shares of Command Oils, 1,066,752 of 1,580,224 issued shares of Commonwealth Drilling Co. and 45,000 of 125,033 outstanding shares of Commonwealth Supply & Service Co.

Only $15,208 of net production revenue, outside Redwater, was reported in the latest year. With the drop of 35 cents a barrel in Turner crude and higher pumping costs, an adjustment of government and overriding royalties will be necessary before long or many wells in Turner Valley will cease to be commercial, President F. F. Reeve reports.

Seaboard Oil Co. has contracted to drill a well on 7,463 acres of oil and gas leases and reservations held by Commonwealth in the Calling Valley area.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Net income	$940,923	$1,217,157
Less: Gen. exps.	104,805	119,597
Dev. & expl. exp.	4,997	9,393
Net profit	831,121	1,088,167
Less: Dividends	699,758	699,758
Surplus	131,363	388,409
Earned per Share	$0.42	$0.54
Paid	0.35	0.35

CONDENSED BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$16,747	$19,551
Mkt. secs.	1,094,445	734,812
Inventories	15,346	15,052
Accts. rec.	295,909	660,220
Total curr. assets	1,422,447	1,429,635
Misc. assets	13,661	140,509
Invest. in subs., etc.	3,165,714	2,919,715
Sundry royalties	347	389
Leases & dev.	157,433	171,269
Fixed assets*	62,056	44,022
Total assets	4,821,658	4,705,479
Total curr. liab.	736,585	740,909
Capital stock	667,629	667,629
Earned surplus	3,417,444	3,296,941
*After depr. of	36,352	27,221
Working capital	685,862	688,726

Contingent liability: Dominion income taxes assessed for the 1952 taxation year and disputed by co.—$18,060.

Merchandising

GRAND & TOY LTD. net profit for the year ended Mar. 31, 1954, amounted to $92,494, 35.5% less than net of the previous fiscal year of $143,511.

INCOME ACCOUNT

Years Ended Mar. 31:	1954	1953
Net earnings*	$191,469	$273,140
Less: Tax res.	88,104	145,000
Invent. res.	10,871	▲15,371
Net profit	92,494	143,511
Less: Divds.	20,763	13,842
Surplus for year	71,129	129,669

*After depreciation of $54,841 in 1954, unstated in previous years.

▲Credit.

Earnings per Share and Dividend Record:		
Earned	$4.01	$6.22
Paid	0.60+0.30	0.60

CONDENSED BALANCE SHEET

As at Mar. 31:	1954	1953
Cash	$7,749	$58,740
Accts. rec., less res.	478,179	475,005
Sundry	......	5,770
Inventories	713,237	615,399
C.s.v. life insur.†	47,105	43,778
Total curr. assets	1,246,270	1,198,692
Prepaid exp.§	10,332	10,313
Fixed assets*	311,308	322,688
Total assets	1,567,910	1,531,693
Due bank	51,962	103,960
Accts., tax., etc., p.	260,787	199,866
Tax res.	35,000	79,000
Total curr. liab.	347,749	382,826
Capital stock	230,700	230,700
Earned surplus	989,461	918,167
*After depr. of	368,551	324,461
Working capital	898,521	815,866

§Incl. in curr. assets in co's report.

†Not included in curr. assets in co's report.

Premium Was Day Too Late Investor 'Loses' $100,000

The time limit on payment of insurance premiums was put to its most severe test in an Ontario court this month. Mr. Justice Spence, at Osgoode Hall, Toronto, upheld a life insurance company which had rejected a beneficiary's claim on a $100,000 term policy, on the ground that the policy lapsed when the cheque for a premium was received one day late.

Norman F. Firth, Hamilton, was the beneficiary of a policy on the life of the late James G. White, Kenora timber merchant. The $100,000 policy was issued April 13, 1951, by Western Life Assurance Co. with an annual premium of $1,092. Firth had invested $100,000 in White's Meridian Timber Co. on condition that White take out the policy.

White committed suicide on the night of May 13, 1952, or the early morning of May 14. At that time, the premium due April 13, 1952, was unpaid and the 30-day grace period had expired.

Evidence was that Firth and his attorney slipped a certified cheque for $1,092 under the door of the insurance company's office in Hamilton on the night of May 14, and that Firth then telephoned a Western head office representative to tell him what he had done.

The insurance company took the position that the policy had lapsed because the premium fell due April 13 and the period of grace expired May 13. Mr. Justice Spence concurred in this view.

Insurance companies do not automatically reinstate a lapsed policy upon receipt of an overdue premium, said a Toronto insurance executive commenting on the case. A statement from the insured that he is in good health is usually required before the company will issue a re-insurance certificate.

In the case of ordinary insurance, the cash surrender value of the policy can often be treated as a premium loan to keep the policy in force. Since term policies have no cash surrender value, they lapse at the end of the grace period.

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Advertisement

International Waxes Ltd. Inaugurates First Tank Wagon Deliveries In Canada!

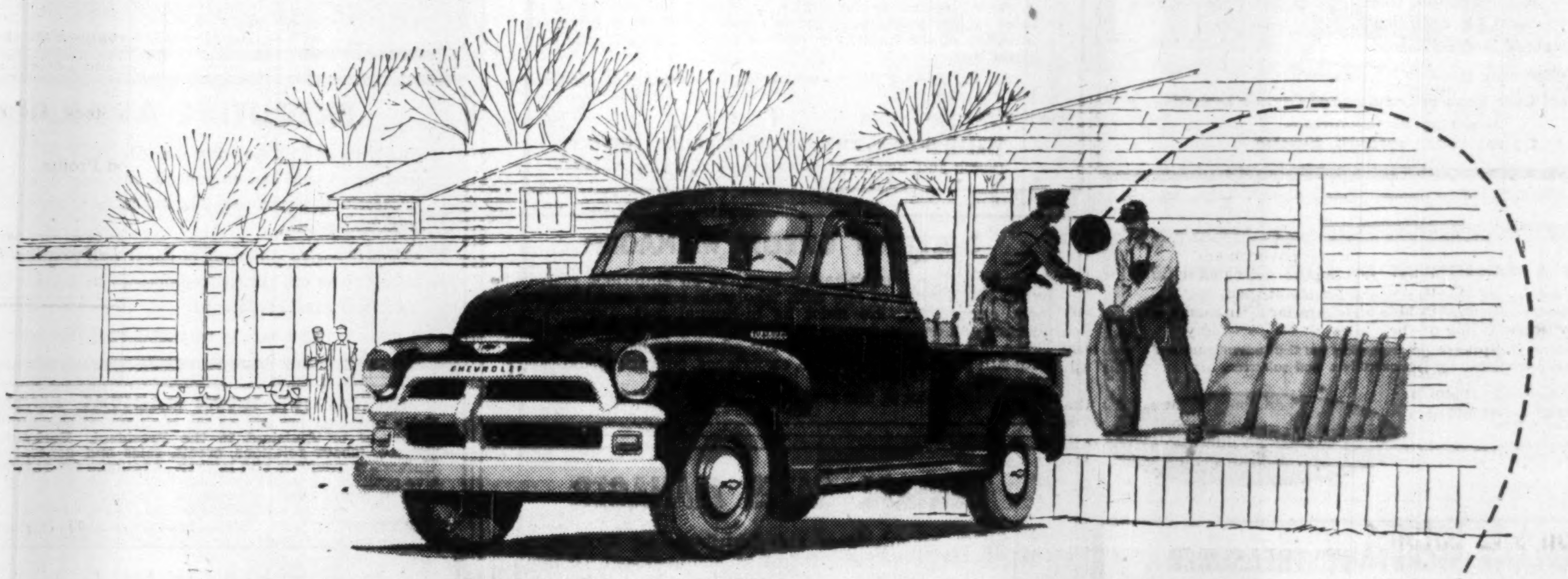
INTERNATIONAL WAXES LTD.
AGINCOURT, ONTARIO

In order to speed shipments of their petroleum waxes and reduce handling costs to end users, International Waxes Ltd. of Agincourt, Ontario, have inaugurated the first tank wagon deliveries of wax in Canada—first, as a matter of fact, in the British Commonwealth. This tank wagon with gross weight of 33 tons was designed by Fruehauf engineers in conjunction with Mr. Clifford Tanner of the Toronto-Peterborough Transport Co. Ltd.; with Dr. D. Aziz of International Waxes Ltd., acting as Consulting Engineer.

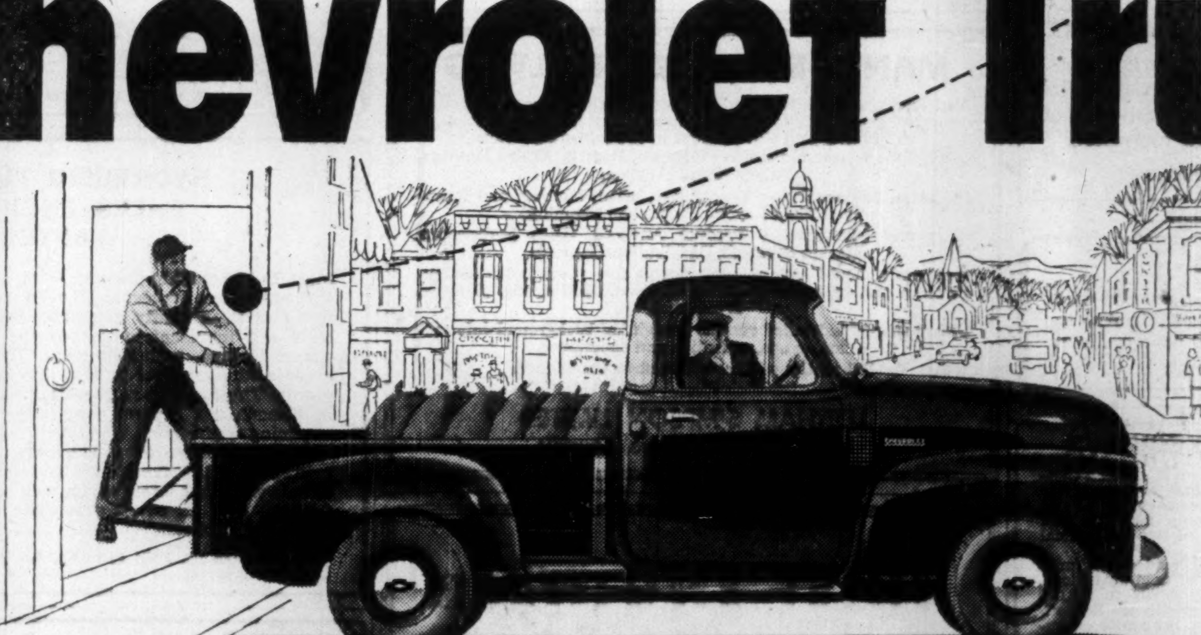
The tank wagon is of the single compartment type and features an auxiliary heating coil unit for sustaining fluidity. The waxes are pumped in hot —180°F.—and maintained in a fluid state at all times.

Fast tank wagon deliveries will be made to Toronto, Ottawa, Peterborough, Hamilton, Oakville, Montreal and other points in the Province of Quebec.

When Mr. W. Reucassel, President of International Waxes Ltd., first announced tank wagon deliveries he stressed the fact that a great saving in time and handling charges would result to end users. He also pointed out that by maintaining a liquid form at all times, the waxes do not require reheating and thus is eliminated the risk of deterioration. In regard to the time-saving factor, deliveries from Agincourt to Hamilton have been taking 48 hours in tank cars. Tank wagon deliveries will take slightly less than 2 hours.



The Most Economical Distance Between Two Points is by Chevrolet Truck



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SEE YOUR LOCAL CHEV. TRUCK DEALER

CAREERS

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer

Bristol

AIRCRAFT SALES MANAGER

The Bristol Aeroplane Company of Canada Limited requires an Aircraft Sales Manager for its Aircraft Division at MacDonald Bros. Aircraft Limited, Winnipeg, Manitoba.

Applicants must have a good aviation background and should not be more than 40 years of age. Preference will be given to those having an aeronautical engineering qualification.

The position is a permanent one and available immediately. The successful candidate will be required to travel extensively in Canada, U.S.A. and the United Kingdom and will be resident in Montreal.

Initial salary will depend on qualification and experience; in addition the Company provides Group Pension and Insurance Plans and other benefits.

Applications (six copies) giving full details of training, qualifications and experience and the names of three persons to whom reference may be made should be sent to the **Secretary, The Bristol Aeroplane Company of Canada Limited, Pie IX Boulevard, Montreal North, P.Q.,** not later than 15th February.

OPPORTUNITY — SALES CAREER

Here is an opportunity for a few good men to become associated with the top company in the field of accounting machine sales.

REQUISITES:
1. AGE 25 TO 35
2. ACCOUNTING EXPERIENCE AN ASSET
3. SALES MINDED
4. DETERMINATION
5. DESIRE TO BE IN HIGH INCOME BRACKET

Good salary — excellent training programme — guaranteed territories — hospitalization, family group insurance — pension — best working conditions.

All replies treated in Confidence.

Apply by letter only to —

National Cash Register Company of Canada Limited
Accounting Machine Division
875 BAY STREET, TORONTO, ONTARIO

HAVING A MANAGEMENT OR SALES CONFERENCE

If you are bringing all your Managers or Salesmen together this year for a top level conference, you have a real opportunity to help them do a better job for 1955.

We have years of experience in presenting practical educational and inspirational programmes for top executives and salesmen.

For further information — write:
330 BAY STREET — TORONTO
EMpire 8-7545

THE INSTITUTE OF EXECUTIVE TRAINING

ASSISTANT SECRETARY TREASURER

Large company in Quebec City has opening for an experienced bilingual accountant with good knowledge of office management and costing. Preferably Chartered Accountant, aged 35-40, with some years' experience in Industry. This position offers a definite opportunity to the right man for early appointment as Secretary Treasurer. Apply in confidence, giving full particulars including salary required, to

BOX 85, THE FINANCIAL POST, TORONTO

EXPERIENCED CREDIT EXECUTIVE AVAILABLE

Over 20 years in textile industry but still in early forties. Presently holding office management position specializing in credits and collections. Travelled extensively and has wide business connections. Will locate anywhere.

BOX 88, THE FINANCIAL POST, TORONTO

ESTATES OFFICER

Opportunity available at Ontario Branch of a growing trust company. Excellent possibilities for advancement leading to position of Manager. Applicant must be alert and ambitious.

BOX 96, THE FINANCIAL POST, TORONTO

SENIOR CONSTRUCTION EXECUTIVE

A well known and expanding construction company in Eastern Canada requires a senior executive. This person should be a graduate engineer or have the equivalent training and experience. He should combine organizing and administrative skills with technical and practical construction "know-how" in all phases of the commercial and institutional building fields.

HE will be responsible for the administration of head office functions as well as for the supervision and direction of field operations.

THE man we are seeking is probably earning $8,000 to $12,000 annually and feels his present opportunities for growth are limited.

FOR the person who enjoys dealing with people at the senior executive level in business and governments and at the same time can provide effective personal leadership, this position offers an outstanding challenge.

OUR staff has been advised of this opening.

WRITE, giving full details about yourself, your training and experience, to

BOX 89, THE FINANCIAL POST, TORONTO

EXCEPTIONAL EXPERIENCE

A Lawyer, also professional Writer, with 15 years Exceptional Experience as Producer & Business Manager in all branches of Entertainment & Communications. Recent New York & Canadian TV experience. Proven Public Relations, Creative, & Business Promotion ability. Interested in Advertising, Public Relations, Publishing, Entertainment, or allied fields requiring energy & creativeness.

BOX 104, THE FINANCIAL POST, TORONTO

FOR SALE

Outstanding Retail Location in London

In the heart of London's retail area an excellent store available soon. For full particulars inquire Real Estate Department

THE CANADA TRUST COMPANY
Real Estate Broker
Phone 4-4501 London, Ontario

MARKET RESEARCH DIRECTOR

Food Company with Canadian and American operations seeks experienced man for Montreal office with ability to plan, organize and direct market research work for the Company.

Age 30-40 years. University training in statistics, economics, and marketing preferred.

Applicants should have experience in: product, market, consumer and sales territory analysis; techniques for measuring effectiveness of sales advertising and sales promotion.

Ability to collect, analyze, and present information and recommendations effectively to management is essential.

This is an outstanding opportunity for the right man. Company is wholly employee owned and in addition to insurance and retirement programs, there is an unusually attractive stock-ownership plan.

Apply in writing only, giving full particulars of education, training and experience. All replies treated confidentially.

STEVENSON & KELLOGG, LTD.,
4123 Sherbrooke Street, West, Montreal 6.

AN OPPORTUNITY OCCURS FOR

SALES MANAGER

with a progressive instrument company in Ontario which offers good remuneration and great scope for financial advancement.

Qualifications required include:—

At least 10 years experience in all aspects of instrumentation including assembly, calibration, field service, contract engineering and outside sales at all levels. Knowledge of practical application of instruments to industrial process measurement and control is essential.

Also required is the ability to assume full control of all sales aspects including organization of the Sales Department, direction of the field force and all promotional and publicity campaigns.

An engineering degree preferably in chemistry is desirable but not essential.

Age — Not over 40.

WRITE BOX 78, THE FINANCIAL POST, TORONTO
giving full details of experience and salary required.

DISTRICT CREDIT MANAGER

A large national organization requires an ambitious man between 30-40 years of age with wholesale trade credit management experience. He must be bi-lingual and, although not necessary, a degree from a credit association would be helpful. There is excellent opportunity for advancement. Please reply with full particulars as to age, experience, education, and salary expected.

BOX 86, THE FINANCIAL POST, TORONTO.

GENERAL SALES MANAGER

Canadian Manufacturer and Distributor of Engineered Equipment, with Sales Offices in Montreal and Toronto, requires the services of a Bilingual General Sales Manager.

The position calls for a man of proven administrative ability in Engineering and Selling. His duties will include the general supervision and coordination of the Company's four Sales Divisions as well as participation in the overall planning of Company policy. Ten or more years experience in the sale of Industrial Equipment is highly desirable, although not essential.

A generous initial salary is offered with excellent opportunity for future promotion and increased remuneration. Replies should state candidate's age, education, past experience, present salary and should include recent photograph.

BOX 82, THE FINANCIAL POST, TORONTO

MANAGEMENT CONSULTING

Anticipating the needs of our expanding business, we are locating senior personnel able to perform Management Consulting Services to Industry and Government in the following fields:

Organization — Administrative Controls, Budgets, Office Methods, Salary Administration.

Industrial Engineering — Time Study, MTM, Methods and Incentives, Plant Layout, Production Planning.

Sales and Marketing — Product Analysis, Sales Forecasting, Market Research, Distribution Channels.

Applicants should have a minimum of five years industrial experience and be in the 30-50 age bracket. Willingness to travel is essential.

Please submit a detailed résumé containing background information on age, education and experience.

All replies will be held in strict confidence.

LEETHAM SIMPSON LIMITED
UNIVERSITY TOWER BUILDING, MONTREAL

CHIEF ENGINEER

Large national organization requires professional engineer for post of chief engineer. This position offers a challenging opportunity to one capable of assuming responsibility for the management of large and varied construction projects. Applicant must have executive ability and a minimum of 10 years experience in the construction industry. Salary from $12,000 to $15,000, depending upon qualifications. Employee benefits include pension and group hospital and life insurance plans.

Apply Box 92, The Financial Post, Toronto

PERSONNEL DIRECTOR

Presently employed seeks change to position offering wider scope. Experienced in all phases of personnel administration. Negotiations, employment, etc. Interviews could be arranged to suit your convenience.

Box 105, The Financial Post, Toronto.

PERSONNEL MANAGER AVAILABLE

Experienced in collective bargaining, union relations; employee benefits, pension plans, interviewing, and other phases of industrial relations or personnel administration. Willing to relocate.

Will forward work history on request.

Box 90, The Financial Post, Toronto

SPECIALTY SALES MANAGER

Leading international manufacturer of household appliances established in Canada requires experienced Specialty Sales Manager to organize and control direct selling organization with branches throughout Canada. Applicant must have sound, successful record in direct public selling of appliances. Top remuneration and outstanding opportunity to man selected. Please give complete details of employment history in strict confidence to

BOX 106, THE FINANCIAL POST, TORONTO.

PRODUCTION MANAGER WANTED

A national livestock association of some three thousand members wishes to secure a capable and energetic production manager for its monthly magazine.

The challenge is to more than double the present advertising revenue and to increase circulation from 3,000 to upwards of 10,000, while, at the same time, enhancing reader interest.

Remuneration is on a salary and commission basis.

In applying for an interview appointment, please give age, education, experience and telephone number.

BOX 74,
THE FINANCIAL POST, TORONTO

SALES ENGINEER Opportunity

Field sales engineers required in Quebec and Ontario, for top quality line of industrial electrical motor control. Canadian factory recently established by large U.S. firm. Some familiarity with control or related equipment is desirable. Apply, in writing only, to

ALLEN-BRADLEY CANADA LTD.
GALT, ONTARIO

AVAILABLE MARCH 1st

Broad experience in selling with top flight company for over 15 years. Proven ability to increase sales in several Provinces plus three years experience in Sales Office management.

Now interested in joining progressive organization that welcomes good judgment and aggressiveness.

BOX 99, THE FINANCIAL POST, TORONTO.

EXECUTIVE AVAILABLE

Professional Engineer at present holding senior managerial position in well known construction company.

Successful in organizing and administering business showing excellent profits.

Comprehensive practical business and engineering experience. Some capital for investment available. All enquiries held in strictest confidence.

BOX 98, THE FINANCIAL POST, TORONTO

EXECUTIVE WITH CAPITAL AVAILABLE

Fully qualified for any of the positions of Secretary, Secretary-Treasurer or Assistant to the President. Background in law, finance, labour relations, credit, sales and general management. University graduate and lawyer. Available for responsible executive position or would consider investment, with active participation, in sound business preferably in industry.

BOX 97, THE FINANCIAL POST, TORONTO.

AVAILABLE SYSTEMS AND PROCEDURES

Senior on staff major corporation desires change position. Intensive experience modern office systems and procedures, office mechanization, automation, operations research, data integration for high-speed processing. Punched card expert. Heavy world-wide background accounting and business administration at executive level. Accustomed to carrying responsibility, authority, travelling, and dealing with top management. Mature man, clear thinker, planner and writer; possessing drive, initiative, and ability to swing changes easily.

BOX 103, THE FINANCIAL POST, TORONTO

MARKET ADVISOR & INDUSTRIAL DESIGN CONSULTANT

presently retained by Canadian light metal manufacturer, is interested in similar activity for food packer and oil company. Has similar associations in the U.S., and versatile background as market and design consultant. For appointment write

BOX 81, THE FINANCIAL POST, TORONTO.

HYDRAULIC TURBINE SALES ENGINEER WANTED

Must be thoroughly familiar with all phases turbine design and application problems. Proven record of good administrative and sales ability essential. Selected applicant to open office and represent in Canada one of the world's foremost water turbine manufacturers. Total turbine horsepower manufactured to date by this firm exceeds 10 million horsepower. This firm has not heretofore been directly represented in Canada but present long-range plans are predicted on obtaining right man who can secure reasonable share of Canadian market. Five figure starting salary will be commensurate with experience and proven ability. Give full details with first letter which will be considered strictly confidential and no investigation made thereof without prior consent of applicant.

BOX 94, THE FINANCIAL POST, TORONTO

C-I-L

SALES PROMOTION SUPERVISOR

The Montreal office of our new Textile Fibres Department requires a Sales Promotion Supervisor to plan and carry out country-wide promotional programs designed to acquaint textile mills, converters, retailers and the public with the characteristics and uses of "Terylene" polyester fibres and fabrics. He will respond to the Assistant Sales Manager of the Department and will supervise all functions of the Sales Promotion Section. This position offers interesting possibilities for further advancement.

The man we are seeking for this challenging position will probably have had supervisory or administrative experience in merchandising, selling, or advertising, within the textile or related fields. Salary open.

Applicants should apply in writing, giving age and particulars of education and experience to:

CANADIAN INDUSTRIES (1954) LIMITED
Personnel Office
Employee Relations Department
P.O. BOX 10, MONTREAL

SALESMAN WANTED

For Xerography

Exceptional opportunity in new growing industry. Should have successful experience selling systems or office machines. University graduate. Salary and commission. Replies treated in confidence. Reply by letter only to

THE HALOID CO., 728 Bay St., Toronto 2

COMMERCE GRADUATE

Graduate School of Commerce, University of Manitoba, 1955, seeks an administrative position with a large or small corporation. Interested in a company with a future and a position with opportunity where initiative and abilities will be recognized. Academic studies in Economics, Accounting, Marketing, Law and Corporate Finance. Excellent references as an outstanding student.

Box 83, The Financial Post, Toronto

EXECUTIVE ASSISTANT AVAILABLE

Economist (D.Sc. Econ) with unusual business and administrative experience, born organizer would like an interesting career as executive assistant, director of economic research, business manager or public relations director.

Box 3, Snowdon Post Office, Montreal

CLASSIFIED ADVERTISING RATES

Flat rate, per word .... .12c
Minimum charge $3.00

Each initial, figure or fraction, abbreviation and sign counts as one word; if a box number is desired, the words "Box 100 The Financial Post, Toronto," count as six words. When replies are mailed to advertiser, 15 cents extra is charged. Closing date—Copy must be in Toronto office by Tuesday a.m. Classified advertising is strictly cash in advance.

CLASSIFIED ADVERTISEMENTS

Business Opportunities

FOR RENT

MONTREAL BRANCH SALES OFFICE service at very low cost. Let us explain without obligation. MERCHANDISE BUREAU. 1103 Mayor Building, Montreal 2.

WILL BUY OR NEGOTIATE MERGER

LONG-ESTABLISHED supplier of packaged goods to Hardware, Paint and Wallpaper Trades coast-to-coast, wishes to expand operations. Already operate complete manufacturing and packaging facilities for dry, liquid, paste and solvent compounds in bags, cartons, bottles and cans. Have complete sales and jobber set-up across Canada and hold dominant position in our principal sales items. We will welcome proposals for negotiation. Write Box 93, The Financial Post, Toronto.

TENDER NOTICE:—India Supply Mission, 2536 Massachusetts Ave., N.W., Washington, D.C., invites tenders for supply of approximately 5140 long tons of plain black sheets. Interested suppliers are requested to contact the Mission for tender documents which contain full particulars. Tenders should reach this Mission before 9.15 a.m. February 21st, 1955.

BE SUCCESSFUL, study at home, spare time. The English Association of Accountants & Auditors or The English Association of Secretaries, Examinations. (Exemptions considered). London College of Accountancy & Secretaryship, 9 Charles St., Newport, Mon., Eng.

FOR SALE OR LEASE—High-grade gold claims in Northern Ontario, Red Lake Area. New Mill on property. Well timbered, near hydro power. Box 87, The Financial Post, Toronto.

REAL ESTATE

100 ACRES IN HALIBURTON County Mining District for sale.
Box, 56, The Financial Post, Toronto.

POSITIONS WANTED

JUNIOR EXECUTIVE

C.A. DEGREE, excellent business background, including sales experience, desires position with possibilities of advancement, to utilize these qualifications. Age 28, married. Box 73, The Financial Post, Toronto.

EUROPEAN PRINCE, excellent education (three doctorates), great business experience, would like position as assistant to president or social secretary. Box 79, The Financial Post, Toronto.

MECHANICAL ENGINEER, 52 graduate, 31, married, presently employed, desirous to relocate in Maritimes. Box 102, The Financial Post, Toronto.

PROFESSIONAL ENGINEER, University graduate, mechanical, with intensive and wide experience with machine tool industries in manufacturing and selling. Successful organizing and administrative record also valuable business connections. Canadian born, married, available Feb. 1. Box 95, The Financial Post, Toronto.

B. COMMERCE, INTERMEDIATE C.P.A. student, twelve years financial and industrial Auditing, Accounting and Personnel experience, seeks position where enterprise guarantees advancement. Box 84, The Financial Post, Toronto.

Accountant, Office Manager

ALL PHASES ACCOUNTING, Banking. Immediately available. F. J. Markus, 3780 Barclay Street, Apt. 3, Montreal. RE. 7-3510.

POSITIONS AVAILABLE

SALESMAN

EXCELLENT OPPORTUNITY representing well known United States manufacturer opening new Canadian factory. Must have distributor and dealer sales experience in water pumps or allied lines. Speak both English and French. Should be free to travel 3 or 4 weeks at a time. Car required. Good starting salary with chance for rapid advancement. Write Box 53, The Financial Post, Toronto, giving outline of experience.

OPPORTUNITIES

DISPLAY ADVERTISING RATES

$7.70 per col. inch per insertion. (55 cents per agate line, 14 lines constitute one inch). Closing date—Copy must be in Toronto Office by Tuesday a.m. Display advertising in this section payable in advance.

NEW BOILERS FOR SALE

2 ONLY

Brand new Type. 'A' Integral "Combustion Engineering" Steam Generators with capacity of 105,000 lbs. of steam at max: of 310 p.s.i. complete with burners and spares but less brickwork. Crated in knock down casing ready for erection.

Overall dimensions 17'x17'x17'.

PRICED AT A RACTION OF PRESENT DAY COST.

For full information write
P.O. Box 670, Victoria, B.C.

FINANCE COMPANIES

If YOU want to start, manage, buy, sell or invest in a finance, loan or discount Company OR if you know of any existing opportunity in this industry, write in confidence to Edward L. Dixon and Associates, 70 Hillcrest, St. Catharines, Ontario.

FOR SALE

NATIONAL CASH THREE THOUSAND CLASS TYPEWRITING AND BOOKKEEPING MACHINE

Presently in storage in Toronto. This machine used for two months after original purchase by stock broker who discontinued business in Toronto. Readily adaptable to commercial bookkeeping.

Box 91, The Financial Post, Toronto.

MANUFACTURING PLANT FOR SALE

Completely equipped: 80,000 sq. ft. plant floor space; 9,200 sq. ft. office building floor space; 18 acres of land, dam, water and power rights.

Transformer division; 28,000 sq. ft.; complete machinery and equipment for manufacture of small transformers for radio and television field.

Farm implement division; 52,000 sq. ft.; machine shop, forge shop, foundry, woodworking shop, welding, etc. Specialists in tillage equipment. Location, southern Ontario.

BOX 80,
THE FINANCIAL POST, TORONTO

ADDITIONAL LINES WANTED

Progressive British Columbia Selling Organization requires additional lines. Products must be first class and capable of producing volume. We at present cover paper mills and converters including printers and lithographers, bakery chains and wholesalers but we are interested in any sound product which can be sold in volume in this area. Advertiser will be in the East and on the Prairies in early February for interviews. Replies should be addressed to

BOX 76, THE FINANCIAL POST, TORONTO

WANTED TO BUY — A Business Interest

Financially stable, widely experienced businessman with past record of success, wishes to purchase an interest, preferably controlling, in a genuine and sound business in the light-manufacturing or wholesale distribution or import-export field. Present staff retained. Particularly interested in proposition where Owner wishes to retire or where additional capital and management needed for further expansion. Reply in confidence, giving general particulars, to

BOX 75, THE FINANCIAL POST, TORONTO.

BUSINESS OPPORTUNITIES

Electrical Engineering Sales Organization regularly calling on Consultants, Industrials, Contractors, Utilities and Wholesalers throughout British Columbia and Alberta has facilities for additional product line as Manufacturer's Representatives. Maintain office and warehouse in each province. Only products with top potential will be considered as operation is based on intense coverage with a small portfolio of principals.

BOX 39, THE FINANCIAL POST, TORONTO

Real Estate A Dominion-wide market place for buyers and sellers of land, residences and commercial buildings.

INDUSTRIAL BUILDINGS
DESIGNED, ENGINEERED, CONSTRUCTED AND FINANCED TO YOUR NEEDS
FOR SALE OR LEASE

Preliminary plans, architectural and engineering recommendations, and proposals on a Sale or Lease basis are yours without obligation.

Write for our new Brochure which contains information about available sites and more information about the type of service we have to offer.

Mortgages Arranged

A COMPLETE SERVICE
- SITE SELECTION
- PRELIMINARY PLANS
- ARCHITECTURAL AND ENGINEERING SERVICES
- CONSTRUCTION
- BUILT FOR SALE OR LEASE

INDUSTRIAL LEASEHOLDS
OF TORONTO
33 BLOOR ST. EAST, TORONTO PHONE WA. 4-6641

In addition to the above services we occasionally have industrial space in various sizes for immediate Sale or Lease.

AVAILABLE NOW—8,000 sq. ft. for Sale or Lease in our Industry Street Sub-division. Short or long term lease and will sub-divide.

INDUSTRIAL CONSTRUCTION
by FINLEY W. McLACHLAN LTD.

Project #149
Taymouth Industries Ltd.

- SITE ELECTED for Economical Plant Construction
- DESIGNED by Professional Architects and Engineers
- RAPIDLY CONSTRUCTED
- FINANCING Arranged By Lease or Contract

FINLEY W. McLACHLAN LTD.
195 FAIRBANK AVE. RE. 1138 TORONTO

FOR RENT, LONG TERM LEASE
OFFICE AND WAREHOUSE SPACE
VANCOUVER, B.C.

Attractive new building
Four offices each 1000 sq. feet, or can combine as two offices.
Attached warehousing, two units each 1875 sq. feet.
Parking or storage area adjoining building.
Eight blocks from City Centre. One Block from Ballantyne Pier.
Construction commencing January.
Occupancy approximately April 1955.

N. C. SHERMAN LTD.
1156 West Pender Vancouver 1, B.C.

DO YOU NEED WORKING CAPITAL?
If so, we can sell your properties for cash and you may
Lease Them Back
ON FAVOURABLE TERMS
For full details contact
E. W. GLADSTONE
REALTOR
Member Toronto Real Estate Board
455 Spadina Ave., WA. 2-3154

FOR LEASE IN QUEBEC CITY
4,050 sq. ft. on ground floor, steel and cement building on heavy traffic near Parliament Buildings, easy free parking. Would subdivide. $550.00 monthly.
Jean Gagné
Real Estate Broker
Capitol Building — 144 St. John
QUEBEC CITY
Tel.: 4-5251

Industrial Sites
Available For Immediate Building
Railway Sidings
Roads
Water
Sewers
in
Metropolitan Toronto
and
London, Ontario
Plans on Request
Ask for Mr. Heine or Mr. Wesley
A. E. LePAGE
LIMITED REALTORS
320 Bay St., Toronto, EM. 3-5661

AVAILABLE IN QUEBEC CITY
Warehouse, office, garage, yard and tank bulk storage facilities, available in Quebec City. Eight separate tanks of 10,000 Imperial gallons each; 35,000 square feet of land; 3,500 square feet warehouse at truck level, 3,500 square feet basement, in one building; 5,000 square feet garage and storage in separate building; bounded by main line C.P.R. on one side; two sides by streets and fourth side by lane. Private railroad siding.
APPLY BOX 957, THE FINANCIAL POST, TORONTO, ONT.

Trend of Business

Department store sales for week ended Jan. 8, up 4.3% from same week of previous year. Sales by provinces: British Columbia up 20.2%, Alberta up 11.6%, Atlantic Provinces up 3.9%, Ontario up 0.6%, Quebec up 0.2%, Manitoba down 0.3% and Saskatchewan down 8.5%.

Pig iron output for 1954 estimated at 2,214,762 tons, 26% less than previous year's 3,012,266 and lowest since 1949.

Railway car loadings fell 7.5% in 1954—from 3,992,332 cars in 1953 to 3,691,923 in 1954. Loaded in larger volume were: nonferrous ores and concentrates, 154,492 cars (138,317 a year earlier); newsprint, 141,302 (136,072) and woodpulp, 43,804 (40,910). Loaded in smaller volume were: merchandise, L.C.L., 717,777 (805,411); grain, 134,909 (136,655) and automobiles and parts, 73,329 (87,558).

Iron ore shipments from Canadian mines increased 26% in November to 733,182 tons from 582,314 year earlier. This was fourth successive monthly rise over 1953.

Cigarettes released for consumption in November totaled 2,028 millions, nearly 16% above November 1953 output of 1,750 millions.

Domestic exports for November were $362.6 millions, highest monthly total since July 1953 and 3.4% above $350.7 millions for November, 1953. Exports for first 11 months of 1954, however, were $3,490.8, 7.2% lower than for corresponding 1953 period. Decline was most marked in agricultural and vegetable products and iron products.

Mineral production for 1954 valued at all time high of $1,454 millions, or $95.69 per capita, a 9% or $118 million jump over 1953, which worked out at $90.39 per Canadian. At end of World War II per capita value was only $41.15.

Movie houses operated at 29.5% of capacity in 1953. Highest utilization was in Newfoundland, 36.3%—lowest, Quebec, 27.1%.

Grocery and combination chain store sales up 13% in latest month compared with year earlier—$71,436,000 against $63,276,000.

Farm income for 1954, according to preliminary estimates, which include income from sales and participation payments on previous year's grain crop, was down 12%—$2,408.6 millions compared with $2,741.3 millions in 1953.

Pick up Major Weekly Indicators

Major Weekly Indicators

	LATEST WEEK	Week Ago	Month Ago	Year Ago
Department store sales (% ch. from year earlier	+4.3%	—5%	+8%	+8.9%
Carloading, totals (cars)	84,890*	68,513	108,505†	83,334
Eastern Canada (cars)	53,954*	41,964	67,292†	52,669
Western Canada (cars)	30,936*	26,549	41,213†	30,665
Iron & Steel (m'fd) (cars)	1,211*	1,003	1,351†	1,361
Ores, concentrates (cars)	3,353*	2,630	5,147†	3,046
Base metals (cars)	1,518*	671	1,015†	883
Lumber, timber, plywood (cars)	3,957*	3,684	5,262†	3,117
Cement (cars)	361*	497	1,094†	522
Passenger car prod. (no.)	6,068	5,725	5,337	.....
Truck production (no.)	896	741	670	.....
Bus. failures 4-wk. moving av. (no.)	31.8	27.8	32.5	14.0
Chartered banks				
Personal savings ($ millions)	5,239	5,185	5,161	.....
Loans outstanding ($ millions)	4,095	4,114	4,186	.....
NHA mtge. holdings ($ millions)	76	71	59	.....
Bank of Canada holdings of securities ($ millions)	2,291	2,259	2,224	2,263
Short term govern. ($ millions)	1,362	1,361	1,380	1,345
Long term govern. ($ millions)	916	885	844	895
Other securities ($ millions)	12	12	.....	23
Canadian dollar (U.S. cents aver.)	103.210	103.573	103.325	102.709
T.S.E. industrial index	375.73	379.02	374.06	320.04
Yield, 114 stocks	4.54%	4.55%	4.64%	5.55
Dom. bond yield index ('35=100)	.....	99.6	99.0	114.2
Bank clearings				
Montreal ($ millions)	501	582	674	403
Toronto ($ millions)	564	825	774	568

*Denotes 10-day end-of-month period.
†Denotes 9-day end-of-month period.

Facts by the Month

	LATEST MONTH AVAILABLE	One Month Previous	Two Months Previous	One Year Previous
WHAT WE PRODUCE—				
In all industries (Index)	256.4	254.0	246.9	254.5
In factories (Index)	258.5	256.9	252.9	268.2
Total nondurable goods (Index)	234.5	235.4	231.9	232.5
Food and bev. (Index)	246.2	256.1	262.0	245.5
Textiles (Index)	180.0	157.4	120.2	178.0
Clothing (Index)	151.4	152.0	141.4	165.6
Chemical products (Index)	285.3	285.4	282.6	288.9
Total durable goods (Index)	296.1	290.4	285.8	324.2
Iron & steel products (Index)	250.7	251.8	247.6	293.9
Primary iron & steel (Index)	241.0	228.8	216.3	329.6
From mines (Index)	243.7	244.8	226.1	200.0
Metals (Index)	132.1	131.3	128.5	104.3
Nonferrous smelting refining (Index)	250.7	244.6	237.7	223.4
Gold (Index)	106.0	108.0	103.3	79.6
—From farms				
Hogs graded (000)	508	431	314	444
Cattle delivered (000)	208	185	149	194
Flour (Index)	158.3	157.9	148.3	150.4
—From sea				
E. Coast catch ($000)	4,723	6,129	8,628	3,643
W. Coast catch ($000)	6,625	7,695	5,832	4,069
—From forests				
Newsprint (000 tons)	526	491	503	511
Pulp (000 tons)	837	821	837	799
—In powerhouses				
Electricity (Index) (seasonally adjusted)	268.3	261.8	260.1	241.1
WHAT WE SELL—				
Retail sales ($ millions)	1,006	988	978	1,088
Dept. store sales ($ millions)	119	97	89	113
▪Wholesale sales (value) (Index)	335.3	388.8	401.8	361.7
Mfrs. outsdg. orders (value) (Index)	75.7	79.2	79.2	72.4
Pass. car sales (units)	15,946	21,524	27,973	24,823
WHAT'S ON HAND—				
Mfrs. inventories (value) (Index)	97.9	98.5	99.4	103.4
Dept. store stock sales ratio	2.5	2.7	3.0	2.4
SPENDING, SAVING POWER—				
▪Labor income ($ millions)	1,036	1,030	1,014	1,012
Dividend payments (Index) (annual rate)	254.6	252.8	246.6	241.4
JOBS—				
Employment (Index)	112.5	113.4	113.3	115.9
Mfg. employment (Index)	106.3	108.1	108.1	113.1
CONSTRUCTION—				
Contract awards ($ millions)	197	214	181	128
FOREIGN TRADE—				
▪Exports ($ millions)	362	369	318	351
Imports ($ millions)	373	332	333	351
MONEY—				
Money supply ($ millions)	5,386	5,331	5,228	5,197
▪Cheques cashed ($ millions)	14,045	11,363	11,178	13,425
Notice deposits ($ millions)	5,532	5,637	5,585	5,068
Current public loans ($ millions)	3,823	3,739	3,750	3,857
Life insurance sales ($ millions)	207	191	197	225
PRICES—				
Consumer price (Index)	116.6	116.8	116.8	115.8

Index bases: production wholesale sales 1935-39=100; employment, payrolls, 1949=100; consumer price index, 1949=100; manufacturers' inventories, outstanding orders, Dec., 1952=100.

STRATEGIC MATERIALS—Production and Supply—

	Latest Month	Month yr ago	Yr. to date	% chge. yr. to date
Steel ingots and castings (000 tons)	279	333	2,632	—31
Primary copper (000 tons)	27.4	19	249	+14
Nickel (000 tons)	14	12.5	131	+10
Cement (000 bbls.)	2,041	2,035	18,994	+2
Lumber (millions (fbm)	638	607	5,443	—6
Lumber exports (million fbm)	380	279	2,943	+18

▪New items this week.

Date of issue for your file, The Financial Post, January 22, 1955.

CIL 54 'Rights' Fully Exercised

MONTREAL (Staff) — CIL 54 common shareholders took up 99.9% of the 1,434,891 common shares offered under the company's "rights" plan which expired Dec. 17.

Rights to purchase new common shares at $18.50 were granted to holders of common shares on the basis of one new share for each five held. At the time of the offer, Imperial Chemical Industries of Canada Ltd., which owns 82.3% of the issued common shares of the company, stated that it and Imperial Chemical Industries Ltd. between them would subscribe for all the additional common shares represented by the subscription rights to which it became entitled.

Public subscriptions amounted to 252,028 shares and less than 2,000 shares were taken up by the underwriters, A. E. Ames & Co.

As a result of the offer the number of issued common shares of the company was increased to 8,609,348 and total funds received by the company amounted to almost $26.5 millions. In November, the company's issue of $25 millions 3¾% debentures was oversubscribed.

COMPANY REPORTS

CANADA PERMANENT MORTGAGE CORP. net profit for 1954 was $1,174,852, 3.7% higher than net for 1953 of $1,133,033.

Total assets of the company increased by a record $24,535,875 to $134,583,625. Loans on real estate and deposits were also substantially higher, the latter increasing by $11.6 millions.

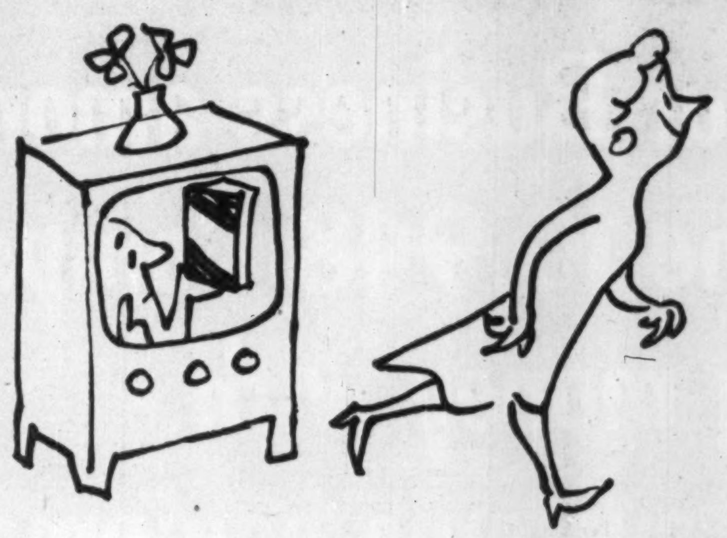
Profits were $4.21 per share ($3.67 in 1953).

Annual meeting is Feb. 4.

	1954 $	1953 $
Liabs. to public*	120,900,003	96,558,980
Shareholders. equity	13,683,622	13,488,770
***Secured by:**		
Mtges. & sls. agree.	89,508,161	80,465,234
Off. premises	3,113,000	3,263,000
Real estate	......	7,635
Liquid assets‡	41,962,464	26,311,881
Total	134,583,625	110,047,750

‡Includes bonds and stocks of which $2,457,500 represents shs. of Can. Perm. Trust, at cost.

Net profit	1,174,852	1,133,033
Earned per share	$3.36	$3.24
Paid	2.80	2.40



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B.C. Firm Makes U.S. Furniture

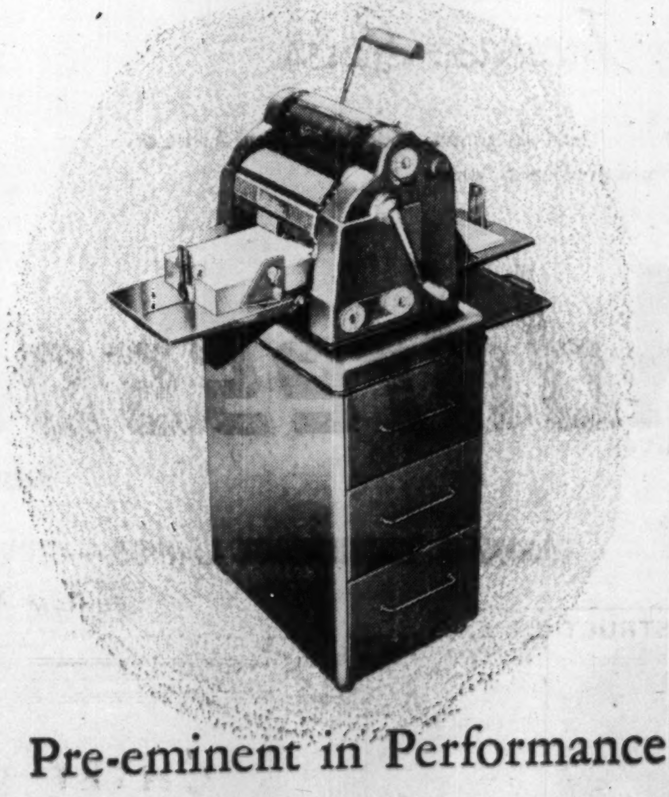
The B. P. John Furniture Corp. of Portland, Ore. has granted Restmore - Madsen Ltd, Vancouver, B.C. the right to manufacture and sell B. P. John's brand name products in Canada.

Faced by heavy import tax, many U. S. furniture manufacturers are finding it practical to have their products made in Canada (The Financial Post, Nov. 27).

This latest agreement was signed by C. H. Nyssen, president of B. P. John and A. D. Baillie, managing director of the Canadian firm.

Restmore - Madsen comprises three Western Canadian manufacturers — Restmore Mfg. Co., A. P. Madsen, Ltd., and Columbia Carpet Co. They merged into one operating company to handle their combined management, sales and merchandising functions.

First deliveries of the new products are due Feb. 1.



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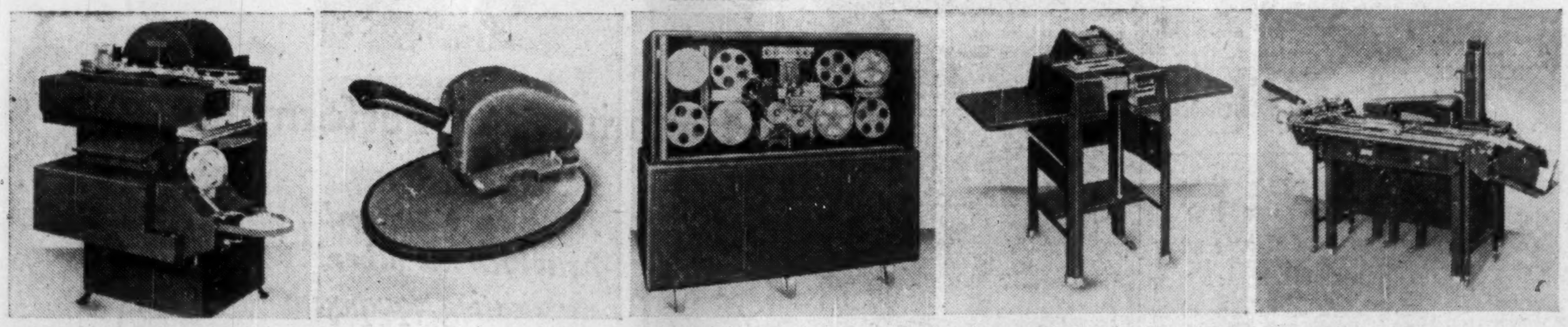

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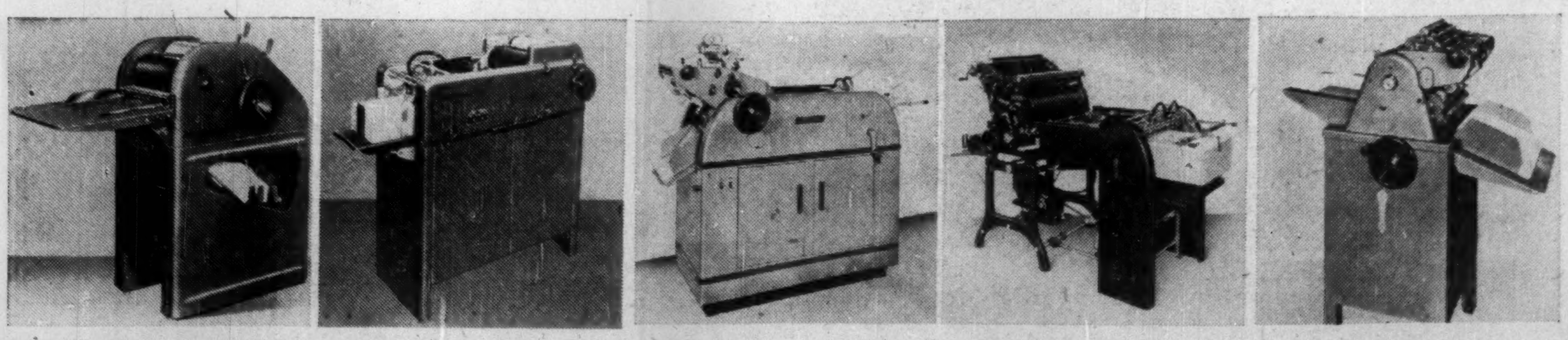

EXAMPLES OF MULTIGRAPH SYSTEMS DUPLICATORS—Purchase order writing . . . Receiving papers . . . Order Invoice writing . . . Shipping papers . . . Production order writing . . . Engineering Change notices . . . Drawings, charts and maps . . . Financial Statements . . . Notices . . . Bulletins . . . Price lists . . . Imprinting . . . General duplicating of all kinds.

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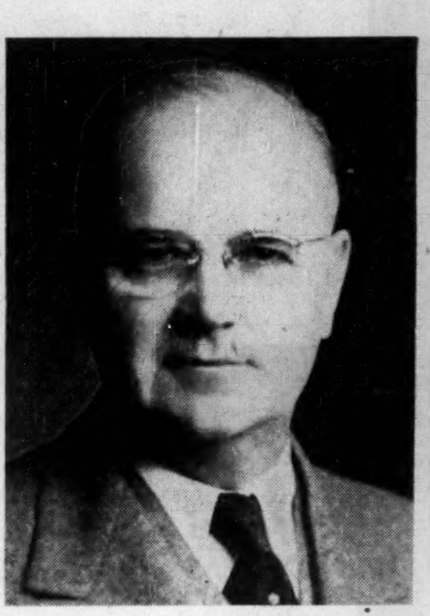
heads their wide interests



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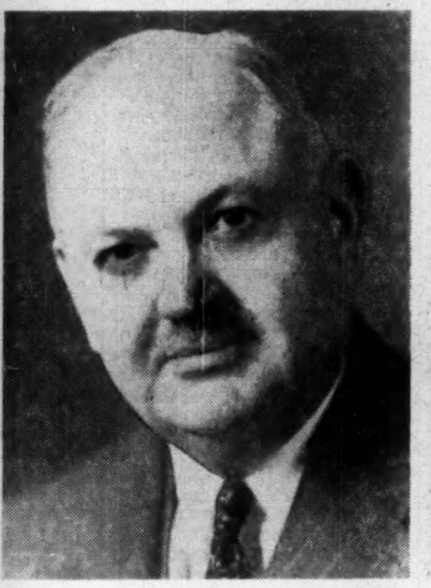


EDOUARD
the colorful salesman

HMCS LABRADOR, the largest warship ever built in Canada, is a product of Marine Industries Ltd., Sorel, one branch of the Simard empire.

The Simard Brothers: From Warships to TV

Diversification Is Key To the Empire at Sorel

By PETER NEWMAN

Unravel the blanket of mystery draped over Quebec's largest industrial complex and you'll find an amazing French-Canadian family.

That's the simple story behind the puzzling business labyrinth of the Simards, who harvest an annual $30 millions in sales from a forest of industrial installations strewn along the Richelieu River, just where it joins the restless St. Lawrence winding to the sea.

This is Sorel, Que. — home-base of the little-known "Duchy of Simard": a super-diversified business empire with a remarkable array of products and services. The Simard name or one of its dozen variations now marks the largest Canadian-built warship, TV-cabinets, a helicopter, church pews, rocket launchers, washing machines, freight cars, and the world's most intricate anti-aircraft artillery.

Behind the family's drive for dollars is their realization that the economic well-being of 25,000 Sorel and district citizens is largely a reflection of their balance sheets.

With the postwar decline in shipbuilding and arms-making, which were their two most productive mainstays, the Simards mapped out a policy of plant diversification to assure continuity of employment at Sorel.

Today, the Simards—and Sorel—are prospering and the basic success formula hasn't changed. An active inter-company estimating department keeps a sharp lookout for potential new jobs to meet expanding Canadian industrial requirements.

The productive facilities controlled by the Simards stretch over such a wide range that a Simard bid on almost any industrial product or project can be expected.

Divided into seven major segments, the Simard industrial machine today includes Canada's largest armament plant, one of Canada's most versatile shipyards, a major steel foundry, the country's largest privately owned fleet of tankers, dredgers and marine salvage vessels, a textile mill, a metal-working plant and an aluminum rolling mill.

Three Brothers Rule

That is the anatomy of French Canada's greatest industrial empire. The story of its birth, of how it lives and prospers, is the story of the trio who rule it.

Sons of a French-Canadian river-boat captain, the Simard brothers speak with one voice on all things. Sorel punsters call them "les trois frères mais une seule voix." The brothers are generally ranked this way: Joseph, the founder, planner and acknowledged leader; Edouard, the salesman; Ludger, the builder and operator.

Joseph, brother No. 1—or "Jos" as he's called by his close associates—governs his galloping industrial domain with the help of a gentle sense of humor and few tradition-bound practices that might slow its growth. As well as of his own companies, he's a director of Canadian Celanese, Dominion Square Corp., Canadian Equitable Corp., Sherwin-Williams of Canada, Algoma Steel, Labrador Mining & Exploration, Dominion Life Assurance, Royal Petroleum, Bathurst Power & Paper, South-Western Oil & Refining, Canada Northern Power, Power Corp. of Canada and Massey-Harris-Ferguson.

The brothers Edouard and Ludger share some of his directorships and one or the other is also on the boards of Dominion Stores, Donnacona Paper, Resources of Canada Investment Fund, Administration & Trust and Canada Paper.

Ludger is a slow-moving, fast-thinking former sawmill operator, who now spends most of the day at his Marine Industries Sorel office, surrounded by stuffed owls, ducks and other trophies.

Edouard is the colorful member of the trio, with his huge fund of French-Canadian dialect stories, English stories and singable songs of varied languages. He is the Simard spokesman in most business negotiations.

An Idea — A Contract

Here's an example of how Edouard operates.

On New Year's Eve, in the dying hours of 1947, he was returning home to Sorel, when he heard about New York's paralyzing 21-inch snowstorm on his car radio. He turned back and boarded a night train to New York. Within 48 hours, snowblowers made by Sicard Industries (a subsidiary which he has since given up), were freeing traffic on Times Square.

Edouard returned to Montreal with a New York contract for full 24-month snowblower output of his firm. The deal generated so much interest in the snowblowers that they're now used exclusively in Greenland, La Guardia Field, Dorval Airport, Gander, and Goose Bay.

Gathering inside data about Simard enterprises is difficult, often frustrating. They don't like talking to writers. As there is little public financial participation in the projects, some of the story can at best be estimates.

Here is a detailed genealogy of the Simards' corporate family. Companies are not held in common ownership, and though they are known to be closely affiliated, exact inter-relationship is impossible to determine:

Grand-daddy of the group is Marine Industries Ltd. Its shipyard has a capacity of a dozen 12,000-ton ships a year, wharfage of 3,500 ft. and elaborately equipped work shops. It now employs about 2,000.

Most of today's shipbuilding is for the Royal Canadian Navy, including the conversion (at $3 millions each) of three of the 34 World War II frigates the Simards bought as war surplus in 1945. These have since been requisitioned by the Government. Other ships now taking shape at Sorel are two of Canada's new $15 million destroyer escorts, two ammunition lighters and one minesweeper.

Marine Industries this summer delivered the RCN Arctic patrol vessel H.M.C.S. Labrador, which has since rounded the North American continent through history's famed Northwest Passage. The 5,400-ton, 269-ft. icebreaker was the largest and most complicated warship ever built in Canada, and is one of the world's most powerful icebreakers. Able to do at least 16 knots, the ship carries two helicopters and a complement of 228 officers and men.

The World's Largest

Unique feature of the Sorel shipbuilding installation is the world's largest and longest end-haul marine railway. Using only one launching way, it transfers and launches, from eight separate berths, ships up to 12,000 tons, as well as hauling up and transferring vessels brought in for repairs. One-way launching frees more water frontage for other uses and dispenses with costly building ways. The four-way track is controlled by a huge 1¼ mile chain with 38-lb. links—the largest in Canada built at the Simard foundry.

With few commercial orders on hand and the end of defense orders now in sight, the Simards are working hard to diversify the shipyard's production.

Ship repairs are still an important part of the navigation season business and an inventory of marine equipment is maintained for customers in Canada, South America, and other places including Israel.

In the joiner shop 2,000 TV-set cabinets were recently built for DuMont Television Co. of Canada. So was the paneling for the new Bank of Nova Scotia Toronto headquarters.

Church pews, window frames, hotel and hospital furniture, and sound-proof doors for CBC-TV studios are currently important production items.

Marine Industries has built 75 narrow gauge cars for the CNR's Newfoundland division and modernized 1,000 gondola type freight carriers as well as completing a $2 million order for 200 CNR hopper cars.

Major Dredging Feats

A basic activity of the many-faced company is dredging. Marine Industries Ltd. is today the only Canadian operator of its own designed and built fleet of 24 dredges and 80-odd auxiliary craft. An electric hydraulic suction dredge built at Sorel for Quebec Hydro, is the world's largest.

The Simard fleet has to date dredged some 60 million cu. yds. of soil and boulders, including the 180 - mile channel between Montreal and the Atlantic. Other major jobs: the yachting basin at the Seignory Club, at Montebello, Que.; the U. S. Naval Air base, at St. George, Bermuda; the harbor of Chicoutimi and a channel to the Anglo-Canadian Pulp & Paper Co. mill at Quebec City.

In 1950, a Simard dredge laid the oil pipeline across the St. Lawrence to the Montreal East refineries. The company also operates a 150-ton shear-leg crane—perhaps Canada's largest—which was used to unload the locomotives for Iron Ore Co. of Canada and last month, to unload a 110-ton electrical unit for Ontario Hydro which was too heavy for Montreal harbor cranes.

One of the yard's most exciting jobs was construction of the diesel-powered tugs "Radium King" and "Radium Queen." The ships were cut in sections and shipped 4,000 miles on flatcars, portaged by sleigh and tractor to Fort McMurray, towed 287 miles to Fitzgerald, then hauled overland through 19 miles of bush before being reassembled and re-launched. The vessels now maintain a freight service through the shallow stretches of the Athabasca and Mackenzie Rivers between Waterways, Alta. and Fort Norman, North-West Territories.

Their special all-welded construction means the full-loaded vessels draw only 21 inches.

When Windjammers Sailed

The yard's traditions go back 200 years, to the building of the wind-driven traders which once were the mercantile overseas pride of the young Dominion. The company was a pioneer in the use of aluminum for shipbuilding, and in 1933 completed an all-aluminum patrol boat for the RCMP.

During World War II, the shipyard grew from 24 to 100 acres, and employment swelled to 6,700. In 1943, one new 10,000-ton North Sands-type cargo ship was delivered every week. Almost 100 other vessels were built, including corvettes, minesweepers, base supply ships, tankers and LSTs.

After the war, Marine Industries quietly continued building ships: an $8 million order for six 2,600-ton ships for the French Navigation Mixte Ltée, plus four 7,200-ton cargo vessels and 15 fishing trawlers; a fleet of aluminum coastal patrol vessels for Venezuela; ships for Pakistan; dredges to clear the soggy scars of the scuttled French Navy out of Marseilles harbor; tugs for China; and the 7,600-ton P.E.I. icebreaking car ferry "Abegweit," the biggest all-welded vessel ever built in Canada.

Another semi-independent unit of the Simard empire is Sorel Industries Ltd., the largest private armaments-making installation in Canada. Spreading over 52 acres, the plant's 2,000 machines can process 4,000 tons of high-quality alloy steel a month. It is the only major artillery manufacturing centre in the western world, where work is carried right through from melted scrap to completed weapons.

16-Ton Guns for the Navy

The one million sq. ft. plant is currently completing a $60 million U. S.-Canada order for .50 calibre naval guns, which are generally considered to be the world's most effective surface and anti-aircraft naval armament. These 16-ton guns are the most complicated mechanical units ever built in Canada. Each has 28,000 parts of some 125 different metals requiring 30,000 machine operations. In some cases tolerance of half the thickness of a human hair is required.

The arsenal is now staffed by 1,200 and a sub-contracting plant at Longeuil, Que. employs another 400. The $15 million plant was completed in 1941 by the Simards as part of an affiliation with the famous French gun-makers Schneider-Creusot. (They still hold a minority interest.) Best known wartime product was the "25-pounder" which won fame at El Alamein, and according to Sir Winston Churchill was "the world's best all-purpose field gun."

End of hostilities produced a dozen rumors: the giant plant was going to make Citroën automobiles under license from France . . . Canada's largest tractor assembly line would be built. But Sorel Industries remained semi-active, producing parts for its neighboring shipyard and propane gas cylinders, until the outbreak of Korean hostilities, when armament production was resumed.

From Canada to Cuba

Simard marine interests spread from Newfoundland to Cuba, including three major shipping lines, one of Canada's biggest tanker fleets, and the largest towing, wrecking, lightering and marine salvage business in the country.

The fleet with its seven tankers and a flotilla of tugs and barges, flies many ensigns, none of them with the Simard name: Some are as follows:

—Branch Lines Ltd. operates seven Sorel-built 3,600-ton tankers, plying in the Great Lakes and the Atlantic East Coast. One was recently used to shuttle between Mexico and Cuba, loaded with molasses.

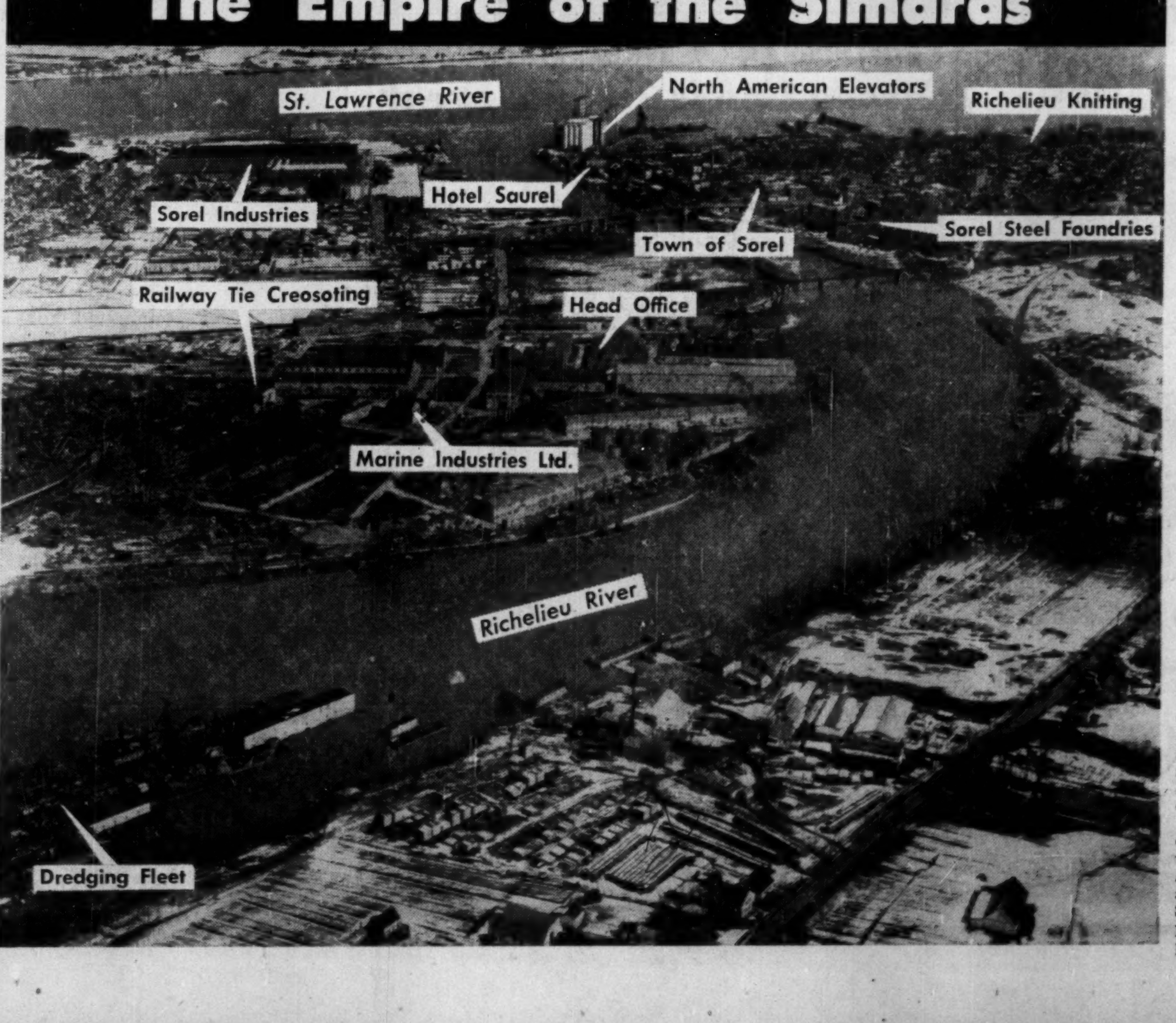
—Sincennes-McNaughton Line Ltd. and affiliated companies operate tug and salvage fleet between the Great Lakes and St. Lawrence ports, also acting as agents and charterers.

—United Towing & Salvage Co., runs six tugs out of Port Arthur and Sarnia, and Sorel Dock & Stevedoring Co. has ten tugs in the lower St. Lawrence.

—A fleet of 360-ft. barges—converted from former landing craft—pulled by Simard tugs hauls hardwood around the choppy waters of Newfoundland under a long-term contract with Bowaters Pulp & Paper Co.

Also prominent on the Simard corporate roster are these:

The Empire of the Simards



SOREL STEEL FOUNDRIES LTD. is a 90-year-old foundry specializing in manganese alloys and steel castings. As well as Simard's shipyard and other operations, customers include mining, dredging and heavy construction equipment industries across Canada. The firm also exports to South America and the Far East. Employing about 300, the foundry's biggest job was a 36,000-lb. dredging dipper.

ENGINEERING PRODUCTS OF CANADA LTD. designs, develops and produces anything in metals. The plant is located on five acres in eastern Montreal, and has modern machine shops and tool rooms. Present production includes naval ammunition hoists, washing machines, rocket launchers, kitchen articles and aircraft practice bombs.

An experimental helicopter has been built for Inter City Airlines Ltd., Montreal. The 85-mph three-seater was made under the direction of Polish engineer Bernard Scznycer and may eventually be manufactured in quantity.

This company is today the largest Canadian manufacturer of propane gas containers and equipment.

NORTH AMERICAN ELEVATORS LTD. has a three million bu. capacity elevator at Sorel, used in transshipment of grains overseas and feed storage; employs 40.

ALUMINUM ROLLING MILLS LTD. manages the operations of Dominion Foils (Canada) Ltd. with a large plant at Cap de La Madeleine, Que. making aluminum sheeting, strips, coils, awnings, kitchen utensils, washing machines and license plates.

HOTEL SAUREL LTD. is a 90-room hotel in Sorel which was acquired by the Simards at a pre-war auction sale. Other local Simard-operated enterprises include a large dry-goods store and Richelieu Knitting Regd., a hosiery and garment manufacturing plant, employing about 300 women.

Those are the pillars on which the Simards have built their unique dukedom.

Simard Senior—Captain Joseph Simard—worked out of Baie St. Paul as a $5-a-day river pilot on ships on the Ontario & Richelieu Navigation Co., forerunner of Canada Steamship Lines. "Jos" was born on Dec. 2, 1888, and educated by the local Marist Brothers until 12, then joined his father's company, eventually becoming ship's purser.

After a brief course at Quebec City's Lockwell Commercial College, in 1914 he became an accountant for the City of Sorel, at $30 a month. Later he was named superintendent of the city's gas works, and took charge of the local powerhouse, as manager of Sorel Light & Power Co. He left municipal service in 1917 and formed a partnership called Lunan Electro Ltd., which included electrical installations in the area, and the regional Ford and McLaughlin dealerships.

Because of the heavy shipping flow past Sorel, "Jos" Simard was convinced a new shipyard might prosper there and in 1917, with two partners, formed Manseau Shipyard Co. The town already had a Government yard, which Simard eventually purchased—it's now the site of Sorel Industries Ltd. In 1926, Dredging Contractors Ltd., Vancouver, joined forces with Simard to form General Dredging Contractors Ltd. for the large Wolfe's Cove Terminal contract. The new firm acquired Sorel Iron Foundries Ltd., Beauchemin & Fils Ltée. (now Sorel Steel Foundries) and Sorel Mechanical Shops Ltd., all of which, in 1937, became Marine Industries Ltd. Simard acquired the bankrupt Sin-Mac Lines Ltd., to form Sincennes-MacNaughton Lines, in 1934.

"Jos" now lives in a quiet Montreal suburb with four sons and three daughters, spending as much time as possible fishing, preferably in the cool lakes of Labrador.

New Industry — More Jobs

Since the war, the Simards have been applying their business diversification practices at the community level to help broaden Sorel's industrial stability.

Canadian Celanese Ltd. built a 225,000 sq. ft. plant at Sorel, instead of expanding facilities at Drummondville, Que. largely due to the brothers' efforts. Latest additions to the town's industrial roster is Quebec Iron & Titanium. The Simards sold the Kennecott Corp. (which is Q.I.T.'s U.S. parent) on Sorel for separation of iron ore and titanium, by stressing the advantage of deep water and cheap power. They offered a 165-acre plant site for a 1939 price. Quebec Iron & Titanium has built a $20 million plant to treat the ore shipped from its open-face mine at Allard Lake, Que.; long-range plans call for an eventual payroll of several thousand.

Between 1945 and 1948, some 3,000 were drawing unemployment insurance in Sorel; today there are very few and many of these are unemployables. An 18-mile stretch along the river awaits industry, and the Simards are willing to let it go on a non-profit basis to any company prepared to employ a minimum of 100 men.

Here's What They Do:

MARINE INDUSTRIES—10 ships for the R.C.N. worth $50 millions.
Commercial shipbuilding, repairs and marine equipment sales.
Construction and modernization of 1,275 freight cars for Canadian National Railways.
104-ship dredging fleet.
TV cabinets, church pews, furniture, window frames, sound-proof doors, and paneling.
"Banjo" signs for service stations, sheet metal pipes, smelter stacks and "DRAVO" industrial space heaters.
Creosoted railway ties.

SOREL INDUSTRIES LTD.—$60-million arms order for the U. S. and Canada, including 16-ton naval guns among the most complicated mechanical units ever built in Canada.

SHIPPING INTERESTS.—Operating seven tankers, and Canada's largest towing, wrecking, lightering and marine salvage business.

SOREL STEEL FOUNDRIES LTD.—Foundry supplies for the shipyard, mining crusher plants and heavy construction machinery.

ENGINEERING PRODUCTS OF CANADA LTD.—Naval ammunition hoists, washing machines, rocket launchers, kitchen articles, practice bombs and an experimental helicopter.

NORTH AMERICAN ELEVATORS LTD.—Three million bu. capacity elevator at Sorel.

ALUMINUM ROLLING MILLS LTD.—Aluminum sheeting, awnings, kitchen utensils, license plates and aluminum coils.

LOCAL INTERESTS—Sorel's biggest hotel, several dry goods stores, and Richelieu Knitting Co., making garments and hosiery.

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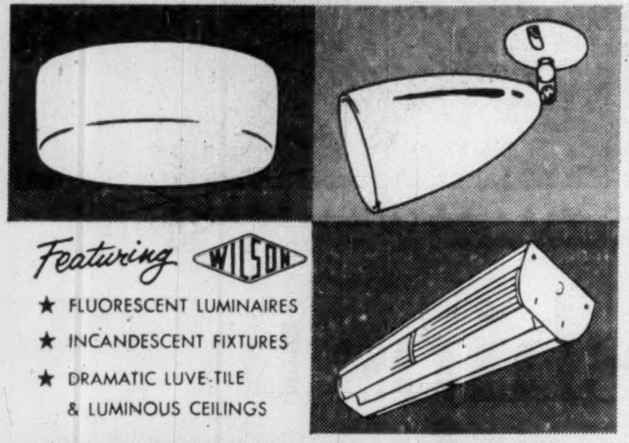

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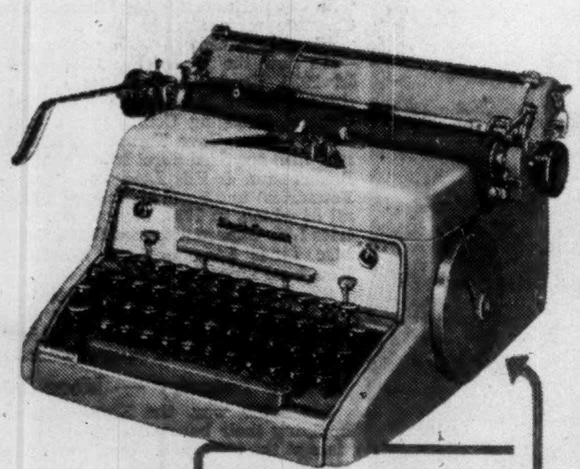

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SH-6

The Quebec Tax Offer

Mr. Frost On the Spot in Decision on Agreement

How will Ottawa's offer to Quebec affect personal income taxes in the province? What problems does it raise in the other provinces—and particularly Ontario? Here is a special Post report on this major issue.

OTTAWA (Staff) — The new federal tax proposals present Premier Frost of Ontario with the most difficult decision that has to be made.

This results from the offer to reduce federal income tax by 10% for all taxpayers in a province which collects its own tax. It means that, without any double taxation, Ontario has a marginal chance of getting more revenue for itself than it gets from the tax rental agreements.

On 1954 figures, Ontario could have collected $3 millions more. But in earlier years, when corporation profits were a more lucrative field for the tax collector, the advantage would have been much greater — as much as $23 millions in 1952.

If the Ontario Government expects corporation profits to rise in 1955 and 1956, then it stands a chance of gaining some millions by giving up the tax rental agreement. If it takes a more cautious view of profit prospects, then it will stay in the rental agreement.

This is one of the conclusions from a look at some of the detailed figures involved in the new federal-provincial offer.

Another is that Mr. Duplessis alone now has the power to end double-taxation in Quebec. If he leaves his exemptions the way they are, the amount of double taxation will be reduced from what it now is, but not ended. If he fits his exemptions to the federal pattern, he will get exactly the same amount of revenue as now, but nobody will be double-taxed.

Here are some details of what the new federal measure will mean in terms of money:

1. For Quebec taxpayers:

For 1955 and 1956, on Quebec's present exemptions, taxpayers in the province will still be double-taxed if they earn more than these amounts:

—A single man: $3,500.

—Married with no dependents: $5,900.

—Married with two dependents: $6,500.

Quebec residents earning less than these amounts will be better off than they were before Mr. Duplessis thought of an income tax. Those earning more will pay double taxes; and the higher the income the higher, the double tax.

This is because Mr. Duplessis is collecting the equivalent of 10% of the federal income tax, but collecting it from different people. But Ottawa gives its reduction (not deduction) at a straight 10% to all residents of Quebec whether they pay tax to Mr. Duplessis or not.

The Quebec Scale

This is how the scale goes:

Greatest benefit goes to a married man with no dependents and an income of $3,000 a year. He pays no Quebec tax. His federal tax (at $170) will be reduced by $17.

A married man with two children and $3,000 a year also pays no Quebec tax; and the reduction in his federal tax will be $11.90.

A single man with $3,500 breaks even. He pays Quebec what he saves on the federal 10% reduction. But if his income rises to $4,000 he will be paying $6.50 more than the federal reduction.

A married man with no dependents breaks even at $5,900. At $6,000 he pays $2 extra tax.

At the high end of the scale, a $20,000 income (for a married man with no dependents) will mean $206 of double taxation. The Quebec tax comes to $763, and the reduction in the federal tax comes to $557.

At $50,000 the double taxation amounts to $881. Quebec tax is $3,013, and the reduction in the federal tax is only $2,132.

All this is for 1955 and 1956, assuming Mr. Duplessis leaves his exemptions the way they are.

For the past year, 1954, Quebec taxpayers will get a more generous rebate than the 5% deduction already promised. In respect of taxes already paid to Quebec, they may get a refund from Ottawa up to 10% of the federal tax.

It's probable, as a matter of fact, that most of the wage-earners who pay their tax through payroll deductions will never get this rebate. That's because many of them may not fill out income tax forms. Deductions didn't start till May or June, so a properly-filled income tax form for the year would be bound to show a debt to the Provincial Government: and it would be more than the wage-earner could get from the Federal Government. Many of them will probably skip it.

2. For the Quebec Government. The provincial income tax will yield Quebec, on Mr. Duplessis' statement, about 10% of the yield on federal income taxes from Quebec. Calculations confirm this.

In 1954 taxation year, Ottawa expects to collect $285-$295 millions in personal income taxes from Quebec. If Quebec's collections were complete, it would get (it is calculated) $28.5 millions. Actually collections cannot be complete in the first year, specially with the late start. But it now looks as though Mr. Duplessis may collect about $24 millions.

The Quebec estimate of 1954 revenue includes $92 millions from the fields covered by the tax rental agreements. This consists of:

—Corporation income tax: $50.4

—Personal income tax: $23.

—Other corporation taxes: $19.

Instead of this $92 millions collected by Quebec, the province might have had a tax rental payment of $120 millions.

3. For the Ontario Government. Premier Leslie Frost now has to decide whether to give up his tax rental agreement and go back to raising his own corporation and personal income taxes. He could now levy a personal income tax at a full 10% of the federal rate without involving anyone in double taxation. Is it worth it?

Here is some of the evidence he has to go on.

These are the figures for the 1954 taxation year as well as they can be estimated:

—Actual receipt from the tax rental payment: $142 millions.

—Revenue from provincial taxes on the old basis (5% of personal taxes deductible): $114 millions.

So Mr. Frost was $28 millions better off under the agreement than he would have been if he had stayed out on the old conditions.

But the new conditions change the picture. If they had applied to 1954, Ontario could have collected $145 millions. That is $3 millions more than it got under the agreement, (though a million or two might have gone on collection costs). This estimate of $145 millions consists of:

—Corporation income tax: $70 millions.

—Personal income tax (at 10% of the federal): $62 millions.

—Special corporation taxes: $13 millions.

The advantage of a mere $3 millions may not seem worth the added risk and complication of collecting provincial taxes. But it's also worth applying the new conditions to the previous years — 1952 and 1953.

In 1952 Ontario's tax rental payment was $124 millions.

It could have collected for itself, on the new conditions, $147.5 millions. That would have been an advantage of $23.5 millions.

In 1953 Ontario's tax rental payment was $134.4 millions.

It could have collected for itself, on the new conditions, $148 millions — an advantage of $13.6 millions.

There is one clear deduction from these figures:

When corporation profits are high, Ontario can do better on its own with the new 10% reduction for personal income taxes and the old 7% deduction for corporation income taxes. When corporation profits drop, Ontario does better under the tax rental agreements.

Looking forward to 1955, at least, Mr. Frost knows that the tax rental payment must be a little down from 1954. This results from the drop in Gross National Product, and though the precise drop is not yet known it's a good guess that Ontario may get perhaps $2 millions less in 1955.

Personal income tax, according to the usual trend, should be up a little next year. But the decisive element in the calculation to be made at Queen's Park must be the corporation tax. Mr. Frost's decision on staying in the rental agreements or pulling out will probably depend on his estimate of how corporation profits will move in 1955 and 1956.

4: For other provinces. No other province can be tempted by the new federal terms. The one that comes nearest to profiting is British Columbia, but the potential yield of provincial taxes still looks nearly $9 millions short of the rental payment. In 1954 B. C.'s rental payment is nearly $46 millions. Its possible collections, even with 10% of the federal tax on personal incomes, would have been only about $37 millions.

5. For the federal budget. On the 1954 year, Ottawa stands to lose at least $20 millions from its rebates to Quebec taxpayers. That's assuming that many of the lower-paid taxpayers don't file their claims. It could be as much as $24 millions.

Only half of this is extra. The permitted 5% deduction would have cost $10-$12 millions anyway. Moreover most of it will not be paid till the next financial year: it will come out of the 1955-56 revenues.

In 1955 and 1956 Ottawa will lose 10% of its income tax collections in Quebec, whatever they come to. It will be upward of $30 millions.

This is still cheaper than a tax rental payment to Quebec. At the 1954 rates Quebec's rental payment would have been $120 millions, against which Ottawa could have collected about $82 millions in taxes from Quebec.

Tempest In A Beer Bottle: Canada Unfair To U.S. Brew?

Have Canadians a secret craving for U. S. beer which is frustrated by high taxes and tariffs?

The Liquor Control Board of Ontario doesn't think so. But one very angry U. S. congressman argues that "exclusion charges" by Canadian provinces are preventing the distribution of U. S. beer in Canada.

The complaints of Rep. John Dingell of Detroit caused a small sensation in the House of Representatives' Ways and Means Committee Jan. 17. It also sent bubbles of surprise foaming through the Canadian brewing industry.

The committee had gathered to consider the opinions of Secretary of State John Foster Dulles and Agriculture Secretary Ezra Taft Benson on the much-argued and very important question of U. S. trade and tariff policy.

Then Dingell—who has voiced similar complaints before — rose and blasted Ontario for what he said was a tax of $30-$40 bbl. on U. S. beer. Canadian beer, said the indignant Democrat, was freely advertised and sold in his home state of Michigan.

Ontario's LCBO was surprised. It said U. S. beer got the same treatment accorded any other imported beer.

It paid a federal tax of 55c gal. (adding to $6.88 for a half-keg of 12.5 gal.) plus the usual 10% sales tax (the federal tax on domestic beer is 38c gal.).

Then, since it would be handled by the LCBO, it would get the usual 80%-of-value markup. This is the average markup for all products handled by LCBO.

Further, said the Board, one of the better U. S. beers had been imported into Ontario in 1946. The Board brought in a carload, didn't sell the last of it until 1951. "We would sell U. S. beer if there was any demand for it," said an official.

Admittedly, this process meant imported beer was more costly than domestic, which (in Ontario) is handled by an association of brewers and taxed by the province.

But the situation in most U. S. states was the same, said a brewery official. Differing methods of handling and taxing often meant U. S. customers had to pay as much as three or four times the U. S. price for Canadian beer.

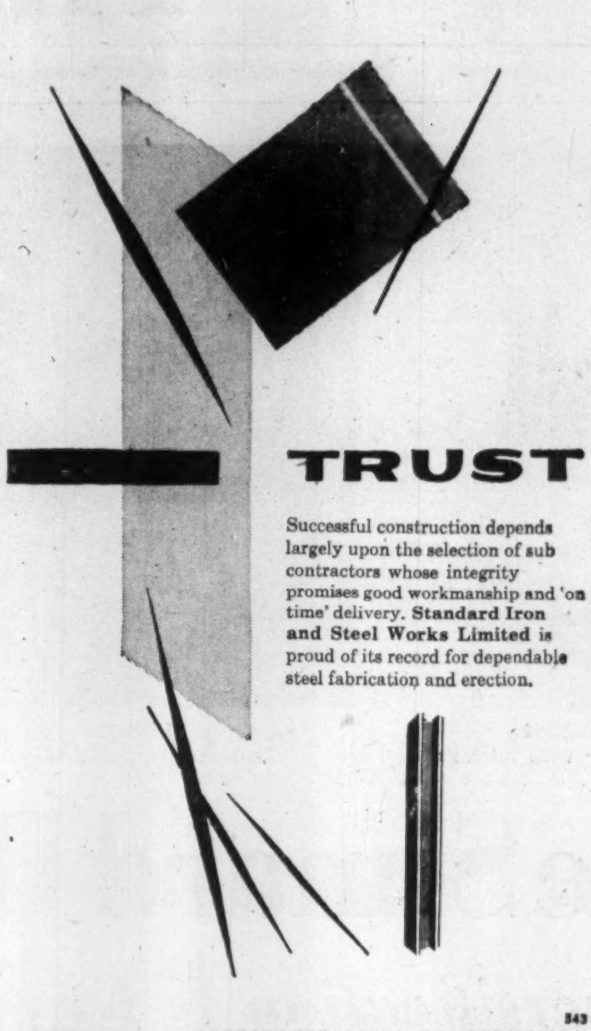
It just happened that some Americans liked Canadian beer, he said, and would pay the higher price. But it was likely that much less than 1% of beer consumed by Americans was Canadian.

A possibility is that U. S. beer might be imported and handled through the Ontario brewers' retail setup. But handling charges might be high, partly because of the problem presented by empties.

There have been similar complaints in the past, mostly concerning the import, or lack of import, of U. S. whisky.

The argument has been that Canadian provincial liquor boards are unwilling to import bourbon and other U. S.-produced spirits and sell them at a price which consumers will pay.

Liquor boards contend there is almost no demand for the few brands they do import.



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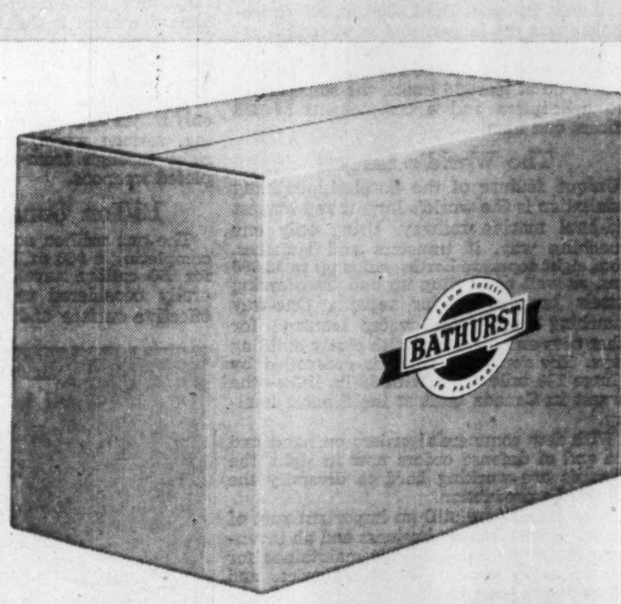

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ANNOUNCEMENT

BOARD INSURANCE UNDERWRITERS APPOINTMENTS

R. L. SMITH

L. L. MacNEILL

Mr. R. G. Boyd, President of the Western Canada Insurance Underwriters' Association in Winnipeg announces the appointment of R. L. Smith as Manager of the Association to succeed V. D. Hurst, who has retired after 48 years of Association service. Mr. Smith joined the Association in 1924, and for the past 12 years has been Secretary of the Fire Branch. He is well known in the insurance fraternity as a specialist in rating and fire prevention. Mr. L. L. MacNeill was appointed Secretary of the Fire Branch. He has been with the Association for 25 years, engaged in research, statistical work and fire rating, and is widely known for his public relations activities. Mr. George E. Budden, Secretary of the Automobile Branch since 1946, continues in that position. The appointments to become effective January 1, 1955.

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JIM: By the way, I saw Slade, your Sales Manager, on my way in. He looked like a thoroughly disheartened man.

PETE: That's just what he is, and I don't quite know what to do about him. He has five children now, and another on the way. He finds expenses heavy . . . wants more money than he can earn . . . so what do you think he did?

JIM: I don't know! Gambled on the horses, maybe?

PETE: Worse than that! Lost all his savings by "trying his luck" in stocks. He actually cried when he told me. I told him I'd invest $1000 for him, and with the help of CO-ORDINATOR'S consistently sound investment guidance, we might get some of his savings back.

JIM: That was pretty decent of you, Pete. Has CO-ORDINATOR been giving you some profitable advice lately?

PETE: Last October they recommended BAILEY SELBURN at $5.80 — it has reached $8.00 since. OPEMISKA was recommended at $2.00 on September 17th, and it went to $2.90. And listen! They recommended FALCONBRIDGE no less than 13 times in 1954, below $20.00 and as low as $14.75. Its recent high was $24.75. That's the kind of sound advice they give *all* their clients. I wish every reader would take a trial subscription and see for themselves. Just mail the coupon below, TODAY.

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Saskatchewan Drivers Cut Accident Toll

During 1954, a deficit of $1.8 millions in Saskatchewan's Automobile Accident Insurance Act fund was wiped out and replaced with a surplus of more than $250,000. The surplus will be set aside to help take care of any bad accident year, says Hon. C. M. Fines, minister in charge of the Act.

Last year saw a sharp reduction in Saskatchewan's accident rate. In 1953, 124 people were killed in 11,000 accidents involving damages of $4,282,572. In 1954, the death toll was 71 in 8,300 accidents involving damages of just over $3 millions.

The minister warned that the accident rate could rise just as sharply again, and said 1954 was not a normal driving year.

"During the summer there was an unprecedented amount of rain," he said. "This year, we may have more normal weather conditions, and our Golden Jubilee activities will crowd our highways."

Insurance rate reductions up to 60% will go into effect April 1. New rates will be based on wheelbase and year of the car insured. There will be cuts for all except owners of 1953-55 cars with wheelbases of more than 123 inches.

• • •

Manitoba Crackdown Doubles Suspensions

Manitoba's motoring record is twice as bad as it was two years ago, to judge by license suspensions. At the beginning of 1955, one of every 43 of the province's motorists was under suspension; two years ago, one of every 86 was banished from the roads.

More rigid enforcement of the Highway Traffic Act is partly responsible for the increase in suspensions. Grounds for suspension under the Act are: failure to pay a judgment for damages awarded because of an accident; inability to prove financial responsibility when involved in an accident; serious offenses such as drunk or impaired driving, hit-and-run, driving to the common danger, or operating a car while under suspension; and physical disability, bad vision or similar reasons which the registrar of motor vehicles may decide.

Duration of suspensions ranges from one month to a lifetime, with an average of about three months. Suspension rate in December was about 18 per day or 555 for the month. Of these, 90 pertained to insurance; they were substandard risks in the compulsory insurance class, had let their insurance lapse, or had been dropped by their insurance companies.

• • •

Plane, Boat Strike Cars; Whose Insurance Pays?

A freak accident near Vernon, B.C., last month raised some questions about two usually distinct fields of insurance. The collision was between a farmer's car and a light plane forced down in an emergency landing.

Insurance men say that if the accident were due to circumstances beyond the pilot's control, his comprehensive insurance — if he carried it — would probably pay for the damage.

Failing that, the farmer's collision insurance — if he had any — would protect him.

The British Columbia accident recalled a boat-auto mishap at Harlem, Ont., during Hurricane Hazel. A small boat, which had been placed in a back yard for the winter, was picked up by the hurricane winds and hurled 20 ft. through the air, striking a car.

Repairs to the tender cost $50. Since the boat was an "air-borne missile," the motorist's comprehensive insurance covered the damage.

$5 Premium Gives Hold-Up Coverage

From Our Own Correspondent

WINNIPEG — Hold-up insurance with coverage up to $250 for an annual premium of $5 is available to western members of the Retail Merchants Association of Canada.

Policies are now being issued to members in Manitoba, Saskatchewan, Alberta and British Columbia by the Casualty Co. of Canada.

Two forms of coverage are given. One is for hold-up of proprietors, clerks, cashiers or other employees inside the premises. The other is for hold-up of employees including delivery men and drivers when outside the premises, providing victims of a hold-up are not under 16 years of age. Liability of the insurer is limited to two hold-ups in one year.

The policy does not cover money left in cash registers or hidden in a store premises over night. Neither does it cover money lost in a fire. It is a robbery policy only.

Large membership of the Association, said D. A. Gilbert, president of the Retail Merchants Association of Canada, makes possible the low premium. The Association represents about 40,000 merchants in Canada, nearly half of them in the western provinces.

Hold-up insurance is commonly sold to individual merchants in larger amounts and at higher premiums, said a spokesman for the insurer.

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Real Property Insurance,
Sprinkler Leakage Insurance,
Windstorm Insurance
and, in addition thereto,
Impact by Vehicles Insurance,
Water Damage Insurance,
and
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limited to the insurance of the same property as is insured under a policy of fire insurance of the company.

DOUGLAS A. McRAE,
Chief Agent.

Life Insurance Sales Up 4.1%

Canadians bought $271 millions in new life insurance during November, an increase of 4.1% over November, 1953, sales of $260.3 millions. For the first 11 months of last year, sales were $2,417.8 millions, up 1.1% from $2,390.7 millions in the corresponding 1953 period.

Of November sales, $203,750,000 ($185,883,000 in 1953) consisted of ordinary life, $16.3 ($16.1) millions industrial, and $50.9 ($58.3) millions group. November sales of ordinary life insurance were higher in 1954 than in 1953 in every province except Saskatchewan.

Here is the record for November, as compiled by the Canadian Life Insurance Officers Association:

ORDINARY LIFE INSURANCE
By Provinces ($000)

November:	1954	1953
Alberta	14,024	12,920
British Columbia	19,870	15,959
Manitoba	9,390	8,821
New Brunswick	4,066	3,845
Newfoundland	1,475	1,296
Nova Scotia	5,633	4,687
Newfoundland	5,633	4,687
Ontario	87,762	80,685
Prince Edward Isl.	576	576
Quebec	54,646	49,905
Saskatchewan	6,308	7,189
Total	203,750	185,883
By Months		
January	150,770	145,490
February	160,225	158,366
March	187,197	172,537
April	174,916	160,737
May	179,294	158,621
June	187,233	174,623
July	179,918	165,768
August	157,092	139,782
September	156,296	136,245
October	171,400	158,609
November	203,750	185,883
December	......	178,846

Warnock And Hersey Join As Testing Agency

MONTREAL (Staff)—A merger of two big Montreal-based firms recently creates the largest independent inspection and testing organization in Canada, and one of the largest in North America.

Charles Warnock & Co. and Hersey Laboratories Ltd. have joined forces to form Warnock Hersey Co. The new company will aim at construction, manufacturing, railroad, pulp and paper, petroleum, public utilities and other fields. A modern head office and laboratory building is being opened in Montreal, and a new branch office and laboratory in Edmonton.

Presidents B. T. Kerr of Warnock (established in 1926) and E. P. Hersey of Hersey Laboratories (1888) state that staffs of both companies will continue to operate the new concern.

They also report Warnock Hersey has entered the new field of nondestructive testing by use of X-rays and ultrasonic devices. The devices can detect flaws in metal and other materials up to 17 ft. from the surface without drilling or other laborious methods.

A long list of services are offered by the new firm. They include, for instance, protection of expansion capital by investigations into new products, processes or markets; by consultation on designs of new construction projects and inspection during construction. Other fields include studies on market research, plant location, commercial chemical development, appraisals of properties or businesses, etc.

CPR Luxury Liner Near Launching

MONTREAL (Staff)—One of CPR's new $15 million luxury liners now being built in Britain will be launched this summer. Her maiden voyage is scheduled for spring 1956.

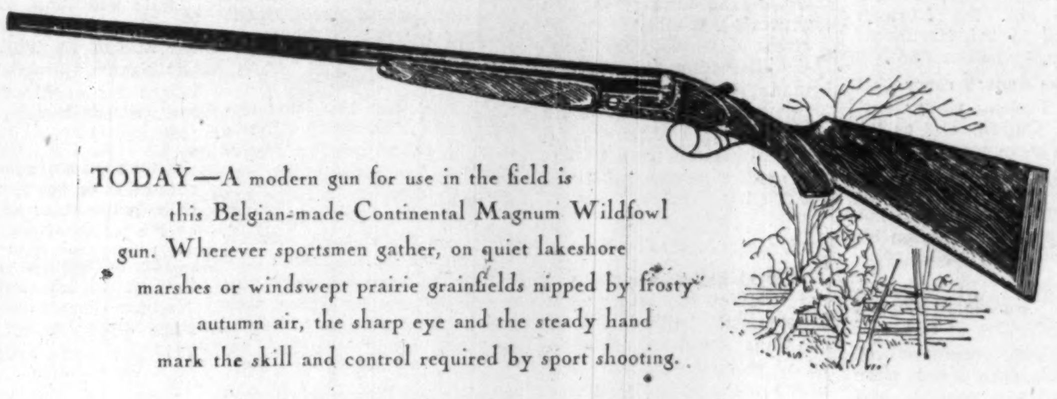
The 22,500-ton "Empress of Canada" is growing on the slipway of Fairchild Shipbuilding & Engineering Co., Govan, Glasgow. The ship will be 640 ft. long, 85 ft. wide with a draft of 29 ft. She will accommodate 150 first class and 900 tourist class passengers and have 380,650 cu. ft. of cargo space. A sister ship is now also under construction.

With streamlined bridge, one mast and single funnel, the ship will emphasize the new look in ocean tonnage. Denny-Brown stabilizers will help to maintain steadiness.

COLLECTOR'S ITEM

Antique...

A collector's item over three hundred years old, this German wheellock was so called because of its firing mechanism. A rotating wheel rubbed on pyrites threw sparks into and through a hole in the breech mechanism, or threw sparks on a flash pan, which in turn ignited the powder charge.



TODAY—A modern gun for use in the field is this Belgian-made Continental Magnum Wildfowl gun. Wherever sportsmen gather, on quiet lakeshore marshes or windswept prairie grainfields nipped by frosty autumn air, the sharp eye and the steady hand mark the skill and control required by sport shooting.

Thomas Adams
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CNR Sells Four Hotels

MONTREAL (Staff)—CNR has sold four of its hotels to an unnamed syndicate headed by Walter F. Thorn, a Moose Jaw, Sask. lumberman and hotel operator.

The hotels — Prince Edward Hotel at Brandon, Man.; Minaki Lodge, Minaki, Ont.; Prince Arthur, Port Arthur; and Pictou Lodge at Pictou, N.S.—were purchased for an undisclosed amount and no change in operating policies has so far been announced. The railroad decided to sell the hotels earlier this year, stating "they are no longer serving to stimulate railway traffic, which was their original purpose."

The four buildings have a total of 477 rooms. Two are open the year-round, others have been operated as summer hotels only. The Brandon and Port Arthur hotels were built by Canadian Northern Railway; Pictou Lodge was purchased by CNR from private interests in 1926 and later enlarged.

Walter Thorn is president of a number of western companies, including Thorn Ltd., National Flour Mills Ltd., Thorn Building Supplies Ltd., and director of several petroleum companies and the Moose Jaw Community Hotel Co.

ST. GEORGES, QUE. School Commission has sold $280,000 3%-4% bonds due 1956-75 to Royal Bank of Canada and Credit Interprovincial Ltd. at 97.98. Net cost 3.97%. Grant $193,857. Net funded debt June 30, 1954, $257,000; population 3,500.

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This Is Our Cinderella Baby

The Development and Outlook of Canada's Oil Industry

WESTERN OIL in many ways is a "Cinderella" among Canadian industries. Few other large industries can show:

—A similar 1,100% growth in output in the last seven years.

—A 50-fold increase in available "raw material" (oil reserves).

—Such bright prospects for long-term expansion of production and markets.

During 1954, Canada produced an average of 261,590 bbls. of oil a day—practically all of it from three Prairie Provinces and the Norman Wells field in the Northwest Territories.

Pipelines now carry oil from the Prairies as far east as Sarnia, Ontario, and as far west as Vancouver, B.C. And Canada could have produced much more oil than was the case in 1954 if there had not been temporary limitation on markets.

It has been estimated that presently completed wells could satisfy 70% of Canada's current crude consumption of 560,000 bbls. daily if that were both physically possible and economically desirable.

Pembina Big Factor

Canada's proven oil reserves at the end of 1953 were estimated at 2,000 million bbls. including only a minor allowance for crude contained in the Pembina field discovered in June, 1953.

Pembina is expected ultimately to provide about 1,000 million barrels of oil by primary recovery with considerable secondary production anticipated as well.

With an estimated 4,000 drill sites provided by this huge field, there is a tremendous potential for expansion.

While no figures are yet available, oil reserves for the end of 1954 are estimated at about 2,500 million barrels. This estimate is for proven reserves. Much larger reserves could be inferred on an indicated basis.

It appears quite likely that 1955 will provide much more production of oil than 1954, itself a record year.

Alberta is Canada's largest producing area and nominations by purchasers for Alberta crude for January, 1955, worked out at a record 287,820 bbls. a day. This was an increase of 10,954 bbls. a day as compared with December and a rise of 36,473 bbls. daily over the total for January, 1954.

More oil was scheduled to flow through the Trans Mountain oil pipe line to the Pacific Coast during January than in any previous month with nominations of 68,505 bbls. daily. It is interesting to note that Imperial Oil was the largest January purchaser of Alberta crude (152,660 bbls. daily) with British American Oil Co. the second largest purchaser (40,600 bbls. daily).

Drilling Increasing Now

Present indications are that the level of exploratory and development drilling in Western Canada will keep developed oil producing capacity well ahead of expansion in oil markets. A sharp drop in well-drilling activity was experienced in the early part of 1954, due in large part to the unusual rains, which made drill rig movement impossible for a large part of the summer. But by November, 1954, the situation had changed rapidly for the better. A total of 938,147 ft. of drilling was completed in this month—a higher total than reported for any other previous month in either 1954 or 1953. There was 7,809,875 ft. of drilling completed altogether in the first 11 months of 1954 of which 4,890,214 ft. represented footage for field development wells and 2,919,661 represented exploratory drilling footage.

Three factors have had a particular influence in making for a higher level of drilling activity.

The large expanse of lush acreage for development drilling at Pembina has resulted in planning of major drilling programs.

Frost-stiffened land permits exploratory drilling in muskeg-covered territory in the winter time. An increase in exploratory drilling is thus customary in the winter.

But the biggest factor behind expectations for a fairly high level of drilling activity is perhaps natural gas. Westcoast Transmission Co. may supply B. C. and part of the U. S. west coast market with gas and this is expected to mean quite an expansion of exploratory and development drilling for gas in the Peace River section of B. C. and Alberta.

An area has also been designated for Southern Alberta as a source of gas for Trans-Canada Pipe Lines which expects to complete a large gas pipeline from Alberta to Montreal and Ottawa in Eastern Canada. There has been a tentative allotment of gas reserves by fields from the export area but a large program of development drilling must be done to guarantee supply. There has also already been a sharp step-up in exploratory drilling for gas in the export area which has a 260-mile stretch from Pincher Creek in the southwest to Provost in Central Alberta near the Saskatchewan border.

Reserves of gas fields from which gas is to be taken are as follows:

	Million M cu. ft.
Pincher Creek	2,320
Cessford†	489
Homeglen-Rimbey	1,226
Nevis	613
Provost	417
Princess	170
Kessler	100
Duchess	53
Hamilton Lake	50
Countess	31
Oyen	16

†Adjacent sections have additional gas.

Actually Western Canada appears to have much larger reserves than are required for present plans to supply distant markets. Alberta on March 31, 1954, had estimated gas reserves of 13.4 trillion cu. ft. B. C. reserves are estimated at 3 trillion cu. ft. while there is at least another trillion cu. ft. of gas established in Saskatchewan.

Alberta with 13.4 trillion cu. ft. of gas has three times the province's estimated 30-year requirements of 4.6 trillion cu. ft. Of 5.3 trillion cu. ft. of "surplus" gas in the Alberta southern export area, 4.35 trillion cu. ft. has been dedicated to the pipeline.

With additional natural gas reserves being discovered at the rate of 1.5 trillion cu. ft. per annum, prospects appear bright for eventual development of additional gas export markets.

Expanded markets for Canadian oil and gas appear likely in both the U. S. and Canada, over a period of years.

The tremendous growth of the petroleum industry in Western Canada in the years since discovery of Leduc in 1947 has posed special problems of its own. One such problem is what to do with valuable butane and propane which must be stripped from natural gas. In fields such as Pincher Creek, these products may have to be returned to formation.

Large quantities of sulphur will be stripped from gas — another possible marketing problem. Both oil and gas industries offer a bright future for development of further petrochemical industries. In fact, petroleum is expected to back a growing industrialization of Western Canada in the years ahead.

MARKET COMMENT
The informed opinion of men experienced in market analysis is given regularly in this investment feature. For profit add their viewpoint to yours. You get them in
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COMPANY REPORTS

Construction

CANADA CEMENT CO. consolidated net profit for the year ended Nov. 30, 1954, was $6,350,147, 16.4% higher than consolidated net of the previous fiscal year of $5,454,965.

Property additions during the year totaled $9.4 millions, says President J. M. Breen, mainly due to the expansion of production facilities at Fort Whyte, Man. An amount of $7.4 millions was paid out in the redemption of 230,558 preference shares. As a result of these heavy expenditures, working capital decreased by $6.4 millions.

Capital expenditures in 1955 are estimated at $10 millions. Completion of the Fort Whyte plant and a new grinding plant at Edmonton are the major projects involved.

Plants operated at capacity due to the high level of construction activity throughout the country, says Mr. Breen. However, unit production costs were somewhat higher in spite of increased volume.

On Dec. 1, company put a general price reduction into effect, to meet the competition from foreign cement. The reduction, it is estimated, will lower the cost of cement to customers in 1955 by $1.8 millions. Further adjustments may be necessary, Mr. Breen points out.

At a special meeting to be held before the annual meeting ((Feb. 7), shareholders will be asked to approve a four-for-one split in the common shares. At the moment there are 750,000 common shares, of which 600,000 are outstanding.

CONSOL. INCOME ACCOUNT

Years Ended Nov. 30:*	1954	1953
Net earnings	$20,678,558	$20,833,248
Less: Deprec.	▴7,140,638	▴8,838,243
Bond interest	158,356	176,713
Deb. disc. & exps.	......	......
Inc. tax res.	7,050,000	6,325,000
Loss on sale of secs.	†126,891	38,327
Loss, assets sold	106,308	......
Net profit	6,350,147	5,454,965
Less: Pref. divd.	1,222,850	1,274,725
Com. divd.	2,400,000	1,800,000
Surplus for period	2,727,297	2,380,240

†Profit.

▴Capital cost allowances provided in 1954 exceeded by $2,236,382 ($4,017,104 in 1953) the amount computed on the basis normally followed by the co. and thus reduced the profit for the year by $1,208,950 ($2,158,965 in 1953).

Times Bond Interest Earned:		
Before deprec.	130.58	117.89
After deprec.	85.49	67.87
Earnings per Share and Dividend Record:		
Preferred	$8.47	$5.56
Paid	1.30	1.30
Common	8.55	6.97
Paid	4.00	3.00

CONDENSED CONSOL. BALANCE SHEET

As at Nov. 30:	1954	1953
Cash & govt. bds.	$2,522,277	$7,089,833
Accts. rec.	3,200,498	3,763,176
Inventories	8,146,734	8,428,557
Total curr. assets	13,869,509	19,281,566
Pref. divd. main. fund*	1,950,000	2,612,000
Unlisted secs.	......	396,900
Prep. exp.§	222,949	208,852
Fixed assets†	37,938,994	35,677,958
Total assets	53,981,452	58,177,276
Accts., etc., pay.	3,228,309	2,380,286
Taxes pay.	4,661,032	4,523,417
Total curr. liab.	7,889,341	6,903,703
Funded debt	3,000,000	3,500,000
Misc. res.	850,000	850,000
Capital stock	21,403,905	26,015,065
Capital surplus	5,086,900	475,740
Earned surplus	13,801,306	17,820,768
Pref. divd. fund	1,950,000	2,612,000
†After depr. of	41,716,583	34,859,593
§Incl. in curr. assets in co's report.		
*Mkt. value	1,990,130	2,549,031
Working capital	5,980,168	12,377,863

ANNOUNCEMENT

Canada Permanent Trust Appointments

W. LEO KNOWLTON, Q.C.

J. McINTOSH TUTT

C. F. MACKENZIE

The Canada Permanent Trust Company announces the appointment of W. Leo Knowlton, Q.C., J. McIntosh Tutt and C. F. Mackenzie as Assistant General Managers.

Mr. Knowlton, Manager of Toronto office, joined the Company as a Trust Officer in 1930 and was appointed Manager in 1940. Mr. Tutt, Manager of Brantford office, joined the Company in 1928 as a Trust Officer and was appointed Manager in 1937 and Mr. Mackenzie, Manager of Halifax office, joined the Company as Manager of that office in 1937.

The newly appointed Assistant General Managers will continue as Managers of their respective offices.

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Are Your Sales Efforts Good Enough?

Here's A Look At What Modern Merchandising Takes

New forces are needed for successful selling today — forward planning, dynamic marketing, top-grade supervision, expert packaging. The men who know the complexities of modern marketing discussed their science at a recent seminar of Toronto chapter of the American Marketing Association. Here are some of the things they underlined:

E. B. CHOWN, director of marketing services, J. D. Woods & Gordon, Toronto:

Just getting more and more sales does not automatically lead to greater and greater profit returns. Rather the maximum profit potential in any company is only attained when its production facilities, financial resources and sales abilities are properly balanced and co-ordinated.

This is done by means of joint forward planning by senior executives in sales, finance and production. The result of their efforts is known as a sales or operating plan. It is a plan of action for the forthcoming year or longer that co-ordinates all the company's resources in the best possible profit-making combination.

Such planning frequently highlights the fact that sales, because of easy selling in war and postwar years, has become the forgotten department in many companies which have been spending "thousands for machinery and pennies for sales." A sales plan often shows that more money spent on sales is a sound investment with high returns rather than an item of additional expense.

* * *

DONALD M. HOBART, vice-president and director of research, Curtis Publishing Co.:

Personal selling and advertising at the manufacturer, wholesaler, retailer, and consumer level, together with the product or service itself and other selling forces, must produce the markets and the consumers who will absorb the products of industry. These selling forces are responsible for bringing the customer to market. They provide the incentives, awaken the needs, provoke and strengthen the desire to buy and consume. They bring consumers news of new products and services. They spread information about goods.

In our "freedom of choice" economy, selling has become as important as production. Selling is the force which has created and now maintains our mass consumption. Actually, in our dynamic economy two basic manufacturing processes operate constantly. We manufacture goods and services—that is, production. We manufacture customers to absorb the results of our production—that is dynamic marketing.

In this manufacturing of customers, personal selling by manufacturer, wholesaler, retailer, or house-to-house plays an important part. Personal selling can play its part effectively only when we have proper plans for hiring, training, directing, and compensating salesmen. They must be trained to sell. They must have a knowledge of their profession, a conviction of its importance. They too must understand dynamic marketing and its significance.

* * *

HERBERT M. CLEAVES, general manager, sales division, General Foods Corporation.

The critical point in most sales organizations, and probably the most neglected, is the area of middle sales management, the first or second layer of sales supervision. It is the quality at this level that will determine your day-in and day-out sales accomplishments. It's here that most of the extra stimulation you attempt to supply is going to be successfully relayed or fall flat on its face.

Too frequently top sales management neglects a critical appraisal of supervisory appointments—the best salesman gets promoted to the supervisor's job. A year later we awake to the fact that we have weakened the sales team and provided only mediocre supervision for it.

Generally speaking, our training programs for salesmen break down just about the time they should be increasing in intensity and value. Our "super-salesman" supervisor-to-be has become quite successful. He begins to resist, perhaps subconsciously, any implication that he has anything to learn about the fine points. His inability to conceive of how to hold the dice any way but his way destroys his value, not only in the daily training and supervision of men, but in helping you in the problem of urging on the right men at the right time.

So, first, and most important, let's make sure that the supervisory layer of sales management is trained in techniques of working with people—that they are not only susceptible to stimulation themselves, but, in turn, can inspire others.

* * *

WALTER P. MARGULIES, of Lippincott & Margulies, Inc. of New York:

We believe in mass communication through design, and we see the package as a transmitter that sends out the important signal to bridge the crucial span between product and consumer.

The shopper is the potential receiver of the signal with a "receiving apparatus" composed of four elements: the eye, the brain, the hand, the pocketbook. The package must provide the spark that causes all four elements to operate instantly and together to complete successfully the merchandising circuit.

There are many transmitters operating all the time to get signals through to many receivers. They all seek the eye, the brain, the hand, the pocketbook.

Perhaps the best way to appreciate how difficult it is to get penetration of a brand name today is to consider that the average American's vocabulary is about 9,000 words. But he is exposed to 150,000 brand names—the number manufacturers are striving to make him remember in various media.

It seems clear we have reached saturation point in the ability of the average customer to remember and recall brand names.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Manufacturing

BILTMORE HATS LTD. consolidated net profit for the year ended Oct. 31, 1954, amounted to $73,510, 12.3% higher than consolidated net of the previous year of $59,801.

To restore company's working capital position, an issue of $300,000 4½% first mortgage bonds, due 1957-64, was sold. Working capital should be further increased, says President Wm. F. Franke, when the two buildings formerly occupied by the company are sold. Up to now, no satisfactory offer has been received.

Since the balance sheet was drawn up at the end of the financial year, bank loans have been reduced from $229,285 to $4,698 at Dec. 15, 1954. Capital expenditures on buildings and equipment during the year were $62,154, which completed installations at the new plant, reports Mr. Franke. Certain old machinery was sold at a net loss of $45,102, and the loss charged against surplus.

Company's new plant has already started to pay off, says the president, in the form of increased productivity, streamlined processing, and higher quality merchandise. These improvements enabled company to conclude an agreement with the Hat Corp. of America to manufacture and sell Dobbs and Knox hats in Canada.

Growth of the company and expansion of lines made it necessary to reorganize the sales department.

CONSOL. INCOME ACCOUNT

Years Ended Oct. 31:	1954	1953
Net earnings	$119,241	$134,590
Less: Depr.	36,802	28,956
Moving expenses	......	35,333
Debentures int.	1,429	......
Income tax res.	7,500	10,500
Net profit	73,510	59,801
Less: Cl. A divds.	40,000	40,000
Com. divds.	16,000	16,000
Surplus for year	17,510	3,801
Earnings per Share and Dividend Record:		
Class A†	$1.84	$1.50
Paid	1.00	1.00
Common†	0.84	0.50
Paid	0.40	0.40

†Before participation.

CONDENSED CONS. BALANCE SHEET

As at Oct. 31:	1954	1953
Cash	$10,030	$400
Accts., etc., rec.	441,362	473,526
Inventories	566,794	450,120
Total curr. assets	1,018,186	924,046
Pre. exps. & def. chgs.	4,039	3,860
Fixed assets*	523,340	558,356
Total assets	1,545,565	1,486,262
Bankers' adv.	229,286	375,184
Accts., etc., pay.	170,450	239,234
Taxes pay.	500	......
Total curr. liab.	400,236	614,418
Mtge. bonds pay.	300,000	......
Conting. res.	50,000	50,000
Capital stock	85,475	85,475
Surplus	709,854	736,369
*After depr. of	545,547	640,946
Working capital	617,950	309,628

Investments

PACIFIC ATLANTIC CANADIAN INVESTMENT CO., Montreal, net profit for the fiscal year ended Nov. 30, 1954, was $36,862, 4.5% higher than previous year's net of $35,273.

In October shareholders voted to change the company's name from Second Canadian International Investment Co. Capital was reorganized by the exchange of new $5 par preference shares for an equal number of old $5 par preference shares and the subdivision of each old $5 pv common share into five new $1 par common shares.

Market value of the company's investments, shown in the balance sheet at $322,283, was $1,027,000, 17.8% higher than last year's $872,000, reports President Hugh Mackay. Net asset value per new common share at Nov. 30 was $3.74 ($3.15 a year earlier).

INCOME ACCOUNT

Years Ended Nov. 30:	1954	1953
Net income	$44,211	$40,910
Less: Gen. exp.	6,596	5,079
U. S. inc. tax.	753	558
Net profit	36,862	35,273
Less: Pref. divds.	22,288	22,288
Com. divds.	11,314	11,314
Surplus for year	3,260	1,671
Earnings per Share and Dividend Record:		
Pref.: Earned†	....	$0.95
Earned‡	....	0.63
Paid	0.40+0.20	0.40+0.20
Common (new)		
Earned♦	0.13	....
Common (old)		
Earned†	....	1.08
Earned‡	....	0.63
Paid	0.40+0.20	0.40+0.20

†Before (‡after) participation.

♦Based on new common shares following 5-for-1 stock split in Nov., 1954.

CONDENSED BALANCE SHEET

As at Nov. 30:	1954	1953
Cash	$7,710	$6,083
Accts. rec.	13,433	5,883
Investments*	322,283	326,935
Total assets	343,426	338,901
Accts. pay.	1,500	235
Capital stock	280,010	280,010
Surplus	61,916	58,656
*Mkt. value	1,027,000	872,000

Note—By S.L.P. dated Nov. 16, 1954, the preference shares were converted into common shares and the then 500,000 common shares were subdivided into 2,500,000 common shares of $1 par value of which 280,010 were then outstanding.

ANNOUNCEMENT
ROYAL TRUST APPOINTMENTS

R. K. BERRY J. E. PETERS

The Royal Trust Company announces the appointment of R. K. Berry, Manager of Winnipeg Branch, as an Assistant General Manager at Montreal, and the appointment of J. E. Peters, Superintendent of Branches, as Manager at Winnipeg, effective March 1st.

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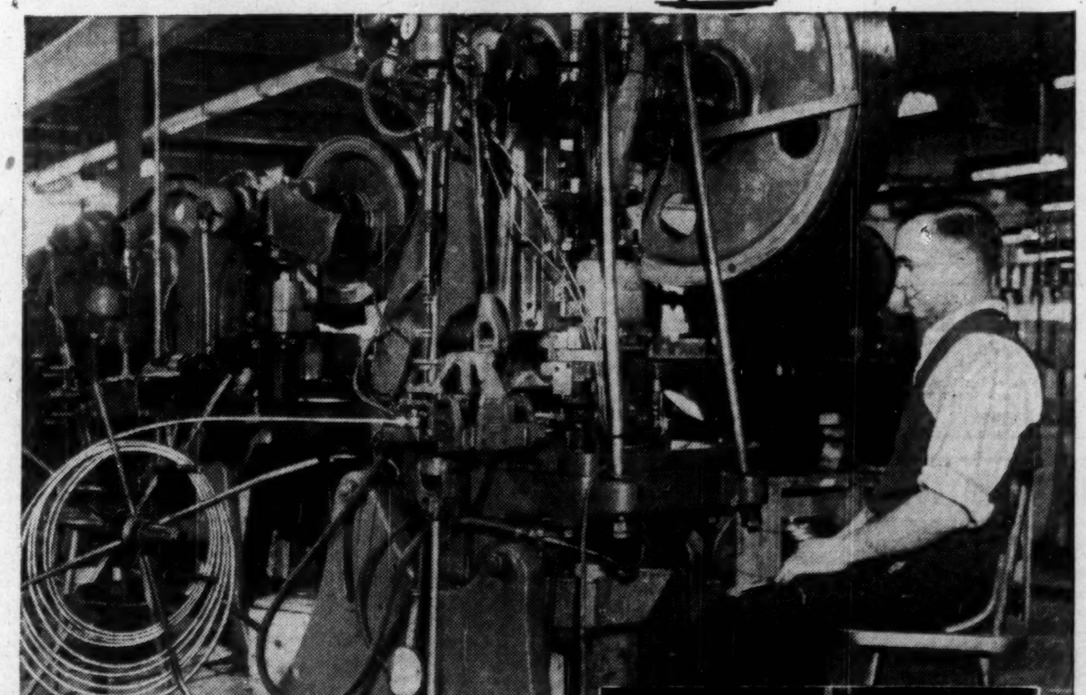

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MARKET COMMENT

The Financial Post helps you plan wisely, to profit. The informed opinion of men experienced in market analysis is given regularly. Check their viewpoint against yours. Yearly by mail $6, 2 years $11.

Selected Growth Stocks — Quarterly Review — By NESTOR

The Financial Post's exclusive series of Selected Growth Stocks was chosen by one of the continent's most prominent and successful investment advisers. The reasons for choice shown below the accompanying charts were those given when stocks were chosen in January, 1953. Each will be reviewed quarterly. Publication of this series in The Post does not constitute a recommendation to buy these stocks.

Consol. Paper

Consolidated Paper continues pushing steadily higher. At recent $66½, was selling 196% above UV level, with a further increase of 23% possible to OV level. Price is nearly 63% above 1954 low. Yields 3.4%.

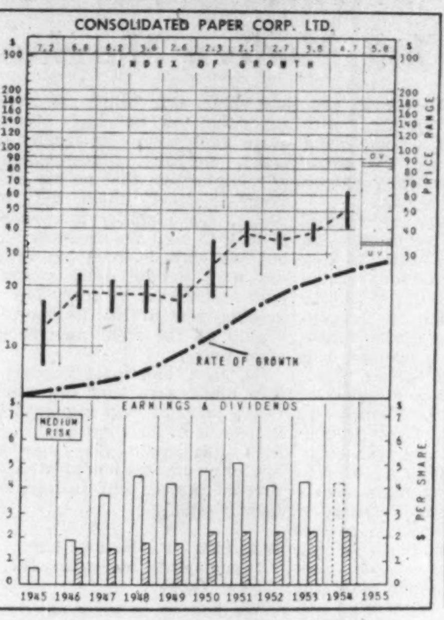
Strength reflects firm pulp and paper market outlook, hopes for bigger dividends with last of funded debt being cleared Feb. 1. Company's capitalization will consist only of common stock, and large cash outflow for bond retirements ($1.56 per share in 1953, more last year) will be ended.

Newsprint output for 1954 was up slightly from 1953, it's estimated. Kraft papers about the same. Earnings likely showed little change.

Company continuing program of steadily raising capacity through machine improvements. Newsprint up about 8% during last five years.

Outlook for newsprint industry this year considered excellent. U.S., overseas and Canadian demand all strong, with good chance of capacity operation.

Small price increase ($5 a ton) in unbleached kraft and sulphite for first quarter good sign for pulp business. Another: Scandinavian pulp shipments to U.S., down sharply in 1954, may show further decline in 1955 as producers getting bigger prices in European market.



WHY SELECTED: Consolidated Paper Corp. is the second largest newsprint manufacturer in Canada, with timber lands well located in relation to mills and research activities directed toward development and improvement of products. Earnings have shown an upward trend over recent years, aided by expansion and modernization of facilities. Funded debt of $35 millions in 1946 more than cut in half by 1952, through sinking fund operations. Long range demand for company's products from Canada, U. S. and abroad seems attractive. Per share earnings increased between 1940 and 1947 by more than 100%; between 1947 and 1951 by 33%.

Distillers Corp.

At recent $32¼, Distillers Seagrams trading 40% above UV level. Gain of 80% possible to OV level. Yields 5.2%. Price range 1954-55 $35 to $27⅞. Little change over last three months.

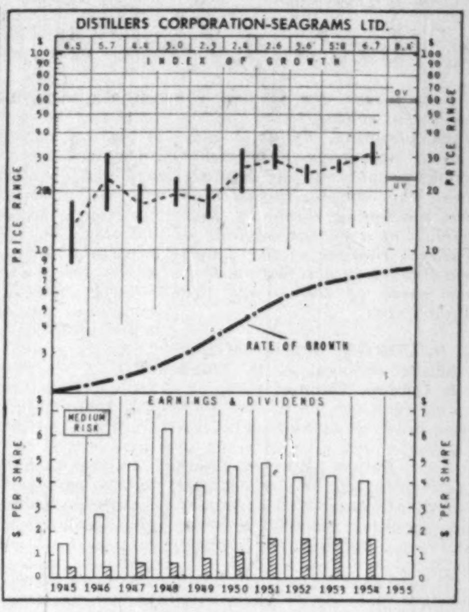
Conditions in key U. S. market generally good, according to Seagrams officials. Top-heavy inventories cut considerably at retail and wholesale levels. Liquor consumption first nine months 1954 down 3.4% from 1953, but fourth quarter improvement thought to have narrowed this drop. "Straight" whiskies continue to gain on blends (on which Seagrams concentrates).

Competition still very hot, should stay that way over next several years as big post-Korean output comes on market. Still some distress whisky on the market, although total has dropped substantially. New, expensive merchandising techniques getting big play among all distillers now in battle for sales.

Industry still hoping for reduction of U.S. excise tax from $10.50 to $9 this year. Present $1.50 "temporary" increase due to expire April 1.

Seagrams net for fiscal year ended July 31, 1954 $35.8 millions, or $4.09 per share vs. $4.32 previous year; for three months ended Oct. 31, 1954 $2.12 against $2.28 year earlier.

Hiram Walker-G. & W. net also down for three months ended Nov. 30. Schenley's, big Seagrams competitor which had been taking a beating but has now introduced several new brands to strengthen sales, posted 37% gain.



WHY SELECTED: Distillers Corp.-Seagrams Ltd. is one of the best merchandisers in the industry. With 90% of its distribution outside Canada, and most of this in the United States, aggressive salesmanship has lifted this company to a position of leadership in the U. S. market. Primarily a blend house, management maintains that blends can be more scientifically produced for uniformity and quality and flavor, and maintains active research to this end. Research is also directed to a more efficient use of byproducts for livestock feed, foods for human consumption, and crop and soil improvement.

How To Read the Stock Charts

INDEX OF GROWTH: The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure of 5.6 for the present year would indicate that at its current growth rate the equity value is doubling every 5.6 years.

PRICE RANGE: The annual high, low and mean price. Monthly ranges for the current year.

UNDERVALUATION AND OVERVALUATION PRICE LEVELS: Shown by the narrow horizontal lines above and below the stock's price range indicating price at which the particular stock is adjudged as underestimating or overestimating its future rate of growth. A stock showing a fast-growth rate will sometimes anticipate growth by two or three years. In this case it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors such as rate of growth and investment quality will also enter into the comparison an investor will want to make.

Without these UV, and OV levels, a current quotation of say, 55 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale, nor do they attempt to show what will be a stock's bottom or top figure in any given year.

RATE OF GROWTH: The rate as based on Nestor's tests, at which the company is showing underlying or long-term growth. This will determine the price trend of the company's common stock over a period of years, and in most instances the trend of dividend payments.

Background and principles behind the selection by Nestor were discussed in a special article in The Financial Post, Jan. 10, 1953. A limited number of reprints are available on request.

SEC Reports Stock Trading

Among changes in security holdings recently reported by the U.S. Securities and Exchange Commission, covering reports filed with the S.E.C. by company officers and directors were the following:

W. B. Airth, president and general manager, bought $2,000 convertible sinking fund debentures of Ajax Petroleums Ltd. in August, bringing his holdings at the end of that month to $2,000.

M. J. Boylen, president and managing director, bought 2,500 common shares of Anacon Lead Mines Ltd. in September, and 8,000 in November, increasing his holdings to 294,000.

Thomas Grandin, treasurer, sold 100 common shares of Banff Oil Ltd. in September, eliminating his holdings.

W. H. Hohag, Jr., vice-president and general manager, bought 700 common shares of Banff Oil Ltd. in November, bringing his holdings to 800.

Lester S. Knapp, director, bought 2,000 common shares of Banff Oil Ltd. in November, increasing his holdings to 25,500.

C. Edward Disher, vice-president, bought 1,000 common shares of Calgary & Edmonton Corp. in October, increasing his holdings to 5,350.

Robert Fleming, director, bought 100 common shares of Canadian Breweries Ltd. in October, increasing his holdings to 665.

J. G. Campbell, an officer of the company, bought $34,500 4½% convertible debentures of Canadian Breweries Ltd. in November, and this represents his entire debenture holdings in the company at the month end.

Edward P. Stamm, vice-president, bought 600 voting trust certificates for common shares of Crown Zellerbach Corp. in September, bringing his holdings to 2,200.

Carleton Shugg, vice-president, sold 425 shares of General Dynamics Corp. in October, decreasing his holdings to 1,200.

Henry S. Wingate, president and director, bought 300 common shares of International Nickel Co. of Canada in October, increasing his holdings to 1,500.

Laurence S. Rockefeller, director, sold 5,000 common shares of International Nickel Co. in November, reducing his holdings to 22,500. A trust in which Mr. Rockefeller is interested now holds 10,022 shares.

Grant B. Shipley, an officer and director of International Nickel Co., bought in November 1,000 common shares for a trust in which he is interested. The trust now holds 3,250 shares.

Harold Boeschenstein, director, bought 200 common shares of International Paper Co. in September. His holdings at the end of that month were 510.

John H. Hinman, chairman, bought 2,200 International Paper common shares in October, increasing his holdings to 5,730.

Malcolm G. Chace, Jr., a director of International Paper Co., holds 3,146 common shares of the company at the end of December; a trust and an estate in which Mr. Chase is interested hold 16,411 and 1,100 shares respectively, and in August, holding companies in which Mr. Chase has an interest sold 135 common shares, reducing month-end holdings to 4,153.

Richard C. Doane, president, bought 150 common shares of International Paper Co. on excercise of his option in November, increasing his holdings to 1,050.

John F. Howden, vice-president, bought 305 common shares of International Paper Co. in November on excercise of his option and thereby increased his holdings to 609 shares at the month end.

B. A. Tompkins, a director, sold 100 common shares of International Paper Co. in November on behalf of the Dorothy Heck Trust. The trust now holds 320 shares.

Frank C. Finn, secretary-treasurer, sold 2,000 common shares of North Canadian Oils Ltd. in October, decreasing his holdings to 2,000.

New Pacific Coal & Oils disposed of 175,000 shares of North Canadian Oils Ltd. in October, thus reducing its holdings of pledged stock to nil at the month-end. New Pacific holds 350,000 shares of Worth Canadian on its own account.

Joseph H. Hirshhorn, director, bought 15,800 common shares of Preston East Dome Mines in October, and 800 more in November, increasing his holdings to 49,250.

Thomas H. Jones, Jr., director, bought 6,800 common shares of Scurry-Rainbow Oil Ltd. in October, increasing his holdings to 21,700. A corporation and a trust in which he is interested held 955 and 6,600 shares, respectively, at the end of October.

J. F. Langston, director, bought 1,800 common shares of Scurry Rainbow Oil Ltd. in October, increasing his month-end holdings to 18,800.

H. W. MacAdams, general manager and secretary-treasurer, bought 2,000 common shares of Wilrich Petroleums Ltd. in October and a further 3,000 in November, increasing his holdings to 5,001.

W. A. Friley, vice-president, sold 1,000 common shares of Bailey Selburn Oil & Gas in March and a further 1,500 in October, reducing his month end holdings to 23 shares. In October, Mr. Friley was granted an option on 33,000 shares under an incentive plan.

A. G. Bailey, vice-president and general manager, was granted an option to purchase 33,000 common shares of Bailey Selburn Oil & Gas in October under an incentive plan.

F. R. Graham, Jr., director, sold 50,000 common shares of Calvan Consolidated Oil & Gas on behalf of Graymont Ltd. in November, reducing month end holdings of the company to 103,000 shares. Mr. Graham's own holdings stand at 4,001 shares at the end of the month.

Allen S. Manus, vice-president and treasurer, sold 22,500 common shares of Central Explorers Ltd. in October, leaving him with 126,900 shares at the month end.

Cecil Manus, president, sold 22,500 shares of Central Explorers Ltd. in October, reducing his holdings at the month end to 126,900.

Morris M. Townsend, director, bought 20,000 common shares of Central Explorers Ltd. in October and increased his holdings at the end of the month to 20,005.

William A. Rockefeller, director, sold 3,000 common shares of Federated Petroleums in November, reducing his holdings to 7,000.

S. P. King, an officer of the company, bought 300 common shares of Merrill Petroleums Ltd. in October, increasing his holdings to 500 shares at the end of the month.

N. E. Tanner, a director, sold 30,000 common shares of Merrill Petroleums Ltd. in November, reducing his holdings to 2,501 at the month end. Erin Petroleums, in which Mr. Tanner is interested, held 66,670 shares at the end of the same period.

C. R. Walker, vice-president and managing director, bought 30,000 common shares of Merrill Petroleums Ltd. in November increasing his holdings to 157,050 shares.

John W. Lehman, vice-president and secretary, bought 2,000 common shares of Trans Empire Oils Ltd. in November, increasing his holdings at the end of the month to 7,000 shares; at the same time, Mr. Lehman sold $1,000 5½% convertible sinking fund notes, reducing his holdings of the latter to nil.

In all cases, the year referred to is 1954, unless otherwise stated.

Short Position Eases on T.S.E.

Semi-monthly short position of Toronto Stock Exchange on Dec. 31, eliminating odd lots on members' books, aggregated 847,123 shares of 213 issues, compared with 872,325 shares of 193 issues on Dec. 15.

Largest net changes in individual stocks were:

Stock	Shares	Stock	Shares
Lorado	—20,200	Roche	+12,200
Ankeno	+10,000	Que. Nickel	—8,900
New Kelore	—8,000	New Thurbois	+8,000
Consolidated Denison	—6,900	Bonville	—6,500
Norpax	—6,500	Inspiration	+5,900
Geneva	—5,500	Detta	+5,500
Massey-Harris-Ferguson	+5,400	Chimo	—4,700

Here are the short positions in detail:

Stock	Shares	Stock	Shares
Abitibi	4,200	Cobalt Con.	463
Acad. Uran.	1,000	Coin Lake	500
Algom	3,600	Con. Astoria	2,000
Algoma	800	C. Denison	33,500
Aluminium	2,250	C. Discovery	200
Am. Leduc	3,100	C. Gillies	500
Anacon	12,300	Con. Howey	14,300
Anglo Cdn.	100	Con. Mic Mac	1,300
Ang. C. Pulp	100	C. Smeiters	2,725
Ang. Rouyn	1,000	C. Northland	1,400
Ankeno	10,000	Con. Orlac	2,500
Arjon	2,000	C. Sannorm	2,000
Anthes-Imp.	480	Conwest	200
Aquarius	500	Corby A	100
Ascot	2,000	Croft	1,000
Athona	8,000	Delnite	200
Atlas Stl.	100	Detta	5,500
Aumaque	1,000	Devon	500
Bagamac	500	Dom. Asbes.	4,000
Bailey-Sel.	5,110	Dom. Stores	250
Barvue	1,200	Dyno	45,500
Barvue Wts.	1,000	East Malartic	300
Base Metals	25,000	E. Sullivan	1,300
Baska	500	East. Metals	4,500
Beaucage	200	Eureka Wts.	1,000
Bell Phone	225	Falconbridge	300
Bidgood	500	Faraday	25,100
Bonville	1,000	Fargo	100
Brewis	500	Fed. Pete.	100
Brilund	600	Ford A	1,615
Britalta	300	Frobisher	2,500
Brown Co.	300	Frobisher Ws.	3,000
Brunsman	1,000	Gaitwin	500
Brunston	2,000	Geco	1,000
Buff. Cdn.	2,000	Geneva	3,500
Calder	2,000	Giant	200
Calvan	100	God's Lake	21,000
Campbell	100	Goldcrest	500
Can. Cement	10	Goldhawk	13,000
Cdn. Atlantic	3,000	Goodfish	500
C. B. Com.		Graham Bous.	2,200
Rts.	15,720	Grandines	1,000
C. Breweries	25	G. L. Paper	25
C. Collieries	1,000	G. Sw. Gr.	20,500
C. Devonian	700	Gridoil	500
C. Homestead	200	Gulf Lead	1,000
CPR	200	Gunnar	1,950
C. Petrofina	345	Gypsum	225
Cdn. P. L.	3,200	Headway	1,000
C. Wallpaper A	100	Homer	2,000
C. Wallpaper B	200	How. Smith	325
Cassiar	2,850	Imp. Oil	2,900
Cen. Explor.	3,200	John Inglis	400
Charter	100	Inspiration	6,600
Chem. Res.	12,900	Int'Prov. P.L.	200*
Chesterville	1,000	Jellicoe	500
Chimo	5,230	Joliet	1,000
Citra-Lartic	5,500	Kelvinator	350
Kerr. Add.	500	Parbec	31,000
Kirk. Lake	1,100	Paymaster	500
Labrador	1,700	Peace River	300
Lapa Cad.	4,000	Peruvian	5,200
Lapaska	5,000	Pickle Crow	800
Leitch	500	Pitch Ore	1,000
Lexindin	500	Preston	1,100
Liberal	8,800	Pronto	600
Loblaw A	175	Prospectors	3,700
Loblaw B	100	Purdy Mica	2,000

Stock	Shares	Stock	Shares
Lomega	500	Que. Copper	500
Lorado	39,150	Que. Nickel	14,200
MacDonald	500	Radiore	200
Mackeno	5,200	Rayrock	23,600
MacMillan B	100	Rix	300
Malartic	1,000	Roche	19,200
Maralgo	500	Roy Silver	500
Maneast	500	Rupununi	2,500
Marigold	1,000	St. Lawrence	625
Maritimes	500	San Antonio	200
Massey-H.	6,800	Sand River	1,500
McKenzie	2,000	Sapphire	15,200
McMarmac	2,500	Sherritt	2,100
Merrill Isl.	1,000	Silver-Miller	22,000
Merrill Pete.	800	Simpsons	500
Meta	27,800	Stanwell	500
Multi-Min.	5,000	Starratt	19,500
Nat. Explor.	1,500	Steep Rock	10,700
Nat. Steel Car	100	Sudbury C.	2,500
Nesbitt	16,400	Sullivan	8,100
New Bid.	500	Switson	100
New Bristol	6,000	Sylvanite	1,300
New Br. Dom.	2,000	Teck Hughes	900
New Delhi	1,600	Traders A	125
New Kelore	1,000	Trans. Mount.	625
New Larder	2,000	Triad	300
New Mylama	5,500	Tungsten	2,000
New Super.	200	Un. Asbes.	36,500
New Thurbois	8,000	Un. Keno	2,900
Noranda	300	Un. Montauban	500
Norpax	3,000	Un. Oils	2,000
Nor. Cdn. O.	2,400	Un. Steels	1,100
O'Brien	500	Ventures	500
Ont. Pyrites	800	Violamac	3,600
Opemiska	7,800	Walkers	300
Orenada	2,500	West. Ashley	1,000
Jasper	1,600*	Willroy	14,000
Osisko	500	Winchester	3,500
Pac. Pete.	9,900		
Page Hersey	100	TOTAL	847,123

COMPANY REPORTS

TIMED INVESTMENT FUND LTD. net profit for the fiscal year ended Sept. 30, 1954, was $68,187, 0.5% higher than previous year's net of $67,875. Due to the increase in average number of shares outstanding from 339,375 in 1953 to 347,220 in 1954, earnings per share declined from slightly above 20c to slightly below 20c.

In spite of steadily climbing stock prices in Canada and the U. S., the company feels that the economy is still susceptible to business cycles, but that a collapse is not imminent, reports President A. A. Walker.

In keeping with its policy in times of rising stock prices, the company reduced common stock holdings from 57% to 46% of total holdings during the fiscal year. Since the end of September common stock holdings have been reduced to under 40% and will be reduced still further should prices continue to advance, Mr. Walker states.

Market value per share as at Sept. 30, 1954, was $4.79 compared with $3.95 a year ago.

In the period between Sept. 7 (when the fund was last reported) and the end of the fiscal year, only two changes were made in the portfolio. The $285,000 3% Canada bond due May 1, 1958, was reduced to $100,000, and $185,000 3% Canada bond due Jan. 1, 1959, was added.

Among preferred stocks, 300 shares of Union Acceptance $9 par stock was added.

INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Total income	$71,007	$72,375
Net profit	68,187	67,875
Less: Divds. paid	69,444	67,503
Surplus for period	•1,257	372
•Deficit.		
Earnings per Share*	$0.20	$0.20
Paid	0.20	0.20

*Based on number of shares outstanding as calculated from dividends.

CONDENSED BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$10,842	$52,003
Accr. int. & divs.	14,393	11,835
Invests. at cost†	1,538,930	1,422,215
Organ. exp. less w/o	1,500	2,000
Total assets	1,565,665	1,488,155
Accts., etc., pay.	7,810	11,256
Deferred liab.	1,427	6,935
Capital stock	353,896	338,377
Capital surplus	1,202,504	1,130,301
Earned surplus	28	1,286
†Market value	1,492,511	1,323,967

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We're Boosting Our Aussie Trade

Canada Seeks $5 Million Market Under The Southern Cross

Our trade with Australia is picking up, now that the big land Down Under has eased some dollar restrictions. It's a big market for some goods, and it could get bigger, says this Canadian writer now traveling in the Antipodes.

By LYN HARRINGTON

As a result of representation at a high level, after the Finance Ministers' meeting in Sydney, Australia, a year ago, Australians are enjoying "the world's best salmon at the world's lowest prices" for the first time in seven years.

At prices 15-20% lower than comparable grades of Russian or Japanese salmon, Canada now supplies about half the Australian market. Previous to the war she had 80% of a market which is a potential $5 millions when import restrictions are eventually lifted.

The pattern of trade between Canada and Australia has changed greatly from before the war, when the former exported a large quantity of manufactured goods. During the war and postwar shortages Australia, like Canada, developed many secondary industries. These have since benefited by import restrictions in both dollar and sterling areas, and as a result Australia will never again be the same outlet for manufactured goods.

The only goods which Australia has purchased from Canada in recent years are those essential raw materials not obtainable locally or from soft currency sources, and semi-processed goods necessary to the Australian economy.

Canadian Cars

For example, before the war Australia purchased American-type cars from Canada (rather than from the U.S.) because of the lower duties arranged at the Ottawa Agreements of 1932. Australia still buys some cars, but far more parts. About 25% of the car is now imported, the rest manufactured from Australian materials and by Australian labor.

Similarly, refrigerators and stoves were once a large item in Canadian export. That, too, has changed. Recently, a Canadian washing-machine company established a foothold, but on the proviso that imports be on a sliding scale and local manufacture in a rising proportion. In five years time, all Australian supplies of this machine are to be of local manufacture with no imports from Canada.

In textiles, too, Australia is setting up her own plants—such as the Bruck (Montreal) subsidiary near Melbourne—and little such material is shipped from Canada nowadays.

Australia was once Canada's third most important export market, with newsprint one of the largest items. Since the war, Canadian engineers have built plants in Tasmania using Canadian-made machinery. Even during the war, Canada managed to supply most of Australia's newsprint requirements, up to 92,500 tons per annum. In the big cutback of 1948, shipments dropped to almost nothing, then rose slowly to 25,000 tons last year, and up to 65,000 in 1954.

More Raw Materials

Today our exports to Australia are almost entirely raw materials, such as lumber, copper, aluminum, asbestos and abrasive grains. Our trade will undoubtedly lean more and more toward supplying raw materials, since the more highly industrialized a country becomes, the greater its dependence upon imports to sustain those industries.

Canada has for years supplied most of Australia's aluminum requirements, but Australia is now developing her own industry, and the flow of ingots from Canada will be reduced to a trickle next year when an aluminum plant in Tasmania comes into production. The industry, using bauxite from Northern Australia and Tasmania's hydro-electric power, can supply the present volume of about 13,000 tons. But uses for aluminum are increasing in Australia as elsewhere, so that there will still be some demand for imports here.

One of Canada's substantial tobacco exports, about $1 million annually, goes to Australia. An inferior tobacco is grown in Australia, which is usually mixed with Virginia from the U.S. or Canada. Since Canadian quality is constantly improving, it is possible that our exports of leaf tobacco to Australia will continue to increase.

On the whole, however, the exchange is somewhat unbalanced, since Australia has always imported more goods from Canada than she exported to Canada. Nineteen forty-seven was the year of greatest disparity between the two, when imports tallied over $60 millions, and exports only $14 millions.

Clamped On Controls

The following year, when it was clear that sterling needed bolstering and import controls became general, Australia clamped down a little harder than most countries.

In 1951, a balance was almost achieved when the Korean crisis brought enhanced prices for wool. That year Canada bought over $46 millions worth of Australian goods, mostly wool, though the actual volume was about the same as in other years. Because of such prosperity, Australia went on a spending spree with its dollars.

The following year, wool prices dropped drastically, and this called for a radical cutback of luxury imports. Judging by figures for the first six months of the current year, imports from Canada will be in a most healthful position, considerably up from 1953. The general relaxation in sterling areas is evident in Australia, though not to such a pronounced degree as in some other countries.

The main difficulty in balancing exports and imports is that apart from wool, sugar and dried fruits, Australia has relatively little that Canada needs.

Canned fruits and meats were well received in Canada, until they were priced off the competitive market. While prices were dropping elsewhere, Australia was undergoing an inflationary period, which has since leveled off somewhat. The basic wages (and every job here has its individual basic wage) nearly doubled between October 1949 and October 1953, when wages were frozen. In the meantime, the cost factor had pushed Australia out of a number of markets.

Aussies Annoyed

Australian are understandably annoyed at the difficulty of selling their excellent wines in Canada. Contracts must be arranged with 10 different liquor control commissions in Canada (all with their own delaying tactics), and advertising is notoriously difficult. A small quantity of Australian wine is sold through three provincial boards, much less than the product merits.

Rabbit meat has occasionally been sold to Canada, but the Canadian housewife buys little of it. Moreover, the cost of presenting it in a style acceptable to Canadian consumers is very high, compared with shipping the carcase to the United Kingdom. Only a limited market exists for rabbit hides in Canada, which gets its volume mostly from the U.S. and Chile.

Pearl shell, another Australian export, goes mostly to the U.S. Eucalyptus oil, for which there was a large pharmaceutical demand, is now being supplanted in Canada by products of the chemical laboratory. Most other exports are almost as slender.

Although no official announcement has been made on the subject, this year has shown a very definite easing in import of dollar goods, particularly Canadian. Salmon is an example. For the first time in years, heavy farm machinery such as harvesting combines, are entering the country. Substantial supplies of business machines, such as typewriters, are now coming from Canada. The general outlook is very encouraging.

Canada could double or triple exports to Australia were it not for dollar restrictions. Import licensing has had the effect of protecting local industry and British imports, which has resulted in higher costs to Australian consumers. The British Preferential System of 1932, still in effect and still useful, is largely nullified as far as Canada is concerned by dollar restrictions.

"Buy Sterling" has often meant higher costs. The fact is beginning to irk the Australian man-in-the-street, who suspects that "temporary" measures have lasted far too long already.

Suggest Montreal Metro; Legislative Moves to Come?

MONTREAL (Staff)—Prescription of a metropolitan government to cure the big-city ills of Greater Montreal generated a key question last week: will the treatment be started right away?

The Paquette Commission's final report recommended a new, island-wide authority to control 14 basic inter-municipal services. But before the scheme could be put into effect it would have to be passed by the provincial legislature, which reconvened last week.

That would mean quite a scramble, and sources here doubt whether a bill setting out in detail the whole structure of a new "super-government" could be prepared in time. But it's felt that chances are good of preliminary legislation being introduced to create an initial framework.

If this was done, a start could be made on the massive job of putting all properties in the area on a uniform assessment basis. Details of other changes could await the next session of the Legislature, in November. But the reassessment job will take an estimated two-three years to complete, and thus should be started as soon as possible, it's argued.

Legislation could be introduced by the Quebec Government, the City of Montreal, or any of the suburbs involved.

The Paquette plan, similar to Toronto's metro setup, is designed to inject co-ordination and teamwork—and a fair sharing of the cost—into the task of keeping up with Greater Montreal's surging growth.

Inter-municipal services would be controlled by a 29-member administrative body—14 members from Montreal, 14 from the suburbs and one from the province. Its chairman would also be chairman of a seven-man executive committee. Three of the other executive committee men would be from Montreal, three from the suburbs.

This "super-government" would have a chief assessor. Among the 14 services under control: collector sewers and purification plants; water intake, reservoirs and distribution; main traffic arteries, bridges and tunnels; fire service standards; mass transportation; some offstreet parking; some public buildings and public utilities; inter-municipal parks; clinics, nursing and food inspection.

So far, the only outright opposition to the scheme has been voiced by Lachine, whose representative on the Paquette Commission issued a minority report charging that the suburbs would lose their autonomy completely over the years.

Views of the other suburbs will become known as the Paquette report is presented to the various councils.

Volume Up 10% Easy Forecast; New RCA Line

A sales increase of at least 10% is anticipated by the Easy Washing Machine Co. in 1955, The Financial Post understands. Dollar volume for the first 10 months of 1954 was up 25% from the same period in 1953.

Company has just completed arrangements with RCA Victor Co. for manufacture of a complete line of home laundry products. This should increase over-all volume 10% or better, says President and General Manager S. J. Randall.

Production will begin next month on three RCA conventional wringer-type washing machines, and later a new automatic washer and dryer, in separate units, will be produced. The Easy line of equipment will continue at the same time, says the president, with some new models.

Product prices are not expected to rise next year and despite the increase in volume, net profit after taxes should be about the same as in 1954. Company stated recently it expected 1954 earnings to be moderately higher than in 1953 ($1.02 per share).

The year just past has been one of the heaviest in the company's experience as far as capital expenditures were concerned. Additions to buildings, new tools and dies for automatic washer, and a completely new installation for metal washing, painting and baking will be completed shortly.

The latter process is one of the most important advances as far as production ease is concerned, Mr. Randall told The Post. It will cost $100,000.

Plans for further expansion of plant capacity and products may make 1955's capital expenditures as large as last year's, the company believes. Working force is now sufficient to take care of the anticipated increased production.

Easy Washing Machine Co. is one of the largest washing machine manufacturers in Canada. Since it first established in 1934 plant area has expanded from 46,000 to 113,500 sq. ft. In the same period total sales volume has grown from around $800,000 to current $5 millions annually.

Canadian sales potential in the automatic washer is considered great. At the moment automatic equipment is accounting for some 50% of all the dollar volume in U.S. In this country it is only representing some 8-10% so far.

Teamsters Union Aims At Montreal

MONTREAL (Staff) — Dave Beck's fighting International Brotherhood of Teamsters, Chauffeurs, Helpers & Warehouse Workers (AFL) is moving into Eastern Canada, willing to spend $750,000 to organize a potential membership of 250,000.

First target of the ambitious union is understood to be Montreal's 75,000 transport workers. Eventual aim: to organize all truck drivers, coal and wood drivers, milkmen, grocery deliverymen and, in fact, all categories involved in transportation.

Lucien Tremblay, new eastern representative of the union, has said that his prime objective will be to obtain for Canadian transport workers salary rates paid to men doing the same type of work in the U.S.

The union has been long established in Montreal as the Transport Drivers Union, but was placed under trusteeship last year and its business agent, Neil Macdonald, was fired.

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associate treasurers of the Sun Life of Canada, have been named assistant vice-presidents (investments) of the company.

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The First Three Years After College

Here's How Veterans Have Made Out in Jobs, Salaries

The class of 1950 was the largest ever to graduate from Canadian Universities. Swelled by thousands of veterans the post-war college boom was at its peak. Now they have had four years in the "outside world." How has it treated them? Have they made enough money? Have they continued their studies?

The Department of Labor in Ottawa keeps a close watch on the progress of graduates. In 1953 questionnaires were sent to every 1950 graduate asking them about their progress. From the answers received up until October 1954 — about 64% had replied by then—the following report was compiled.

It is the policy of the Technical Personnel Section of the Department of Labor to ask graduates of specific fields to complete questionnaires three years after they have finished their undergraduate training. Prospective graduates are contacted shortly before they are expected to complete the requirements for a first degree. It is felt, however, that more permanent and worthwhile information is available for purposes of the Register three years after graduation.

According to the information in Table 1, the percentage of veterans was highest in the case of veterinary medicine (81.5%) and lowest in mathematics (25.7%). In all fields, veteran enrollment greatly affected the number of graduates in 1950. On the average, 64.8% of total enrollment in the fields considered were veterans according to the questionnaires received.

Wartime Experience

Quite large numbers of young men who served in the armed forces during the Second World War appear to have been influenced by their war service in selecting a profession.

It is especially noticeable in the case of graduates in electrical engineering. Of the 367 veterans in this group who completed questionnaires, 138 served in the RCAF telecommunications (radar and signals), 23 served in Army signals, 34 served in the electrical or communications branch of the Navy and 10 in the RCEME. Assuming comparable numbers among those who did not return questionnaires, it appears that 55.9% of all Second World War veterans who graduated as electrical engineers in 1950 were influenced by war service in choosing a career.

Of the graduates in mechanical engineering 16 had served in the engineering branch of the Navy, 19 in the RCEME and 21 in the aero engineering branch of the RCAF. These numbers represent 14.1% of the veterans in the 1950 class who returned questionnaires.

In civil engineering it was found that two graduates served in naval construction, 24 served in the RCE and nine in the construction engineering branch of the RCAF. These numbers represent 10.2% of the veterans in the 1950 class who registered.

Where They Are

The graduates of 1950 are distributed widely throughout Canada.

Certain categories of professional persons are concentrated in particular parts of the country. Engineers, for example, tend to be in provinces where industrial firms are located. Likewise, professional persons with qualifications in forestry and geology are logically found in the parts of Canada where there are the greatest opportunities to use their training. On the other hand, graduates in biology, agriculture and veterinary medicine tend to be somewhat more widely distributed throughout the entire country.

Many graduates reporting were living abroad. In quite a number of cases those reporting that they were outside Canada were pursuing advanced studies. An examination of the questionnaires returned by 1950 graduates revealed that a total of 78 (approximately 2%) were employed outside Canada. Their work did not appear to have any direct association with this country. It should be remembered, of course, that these data are based on returns from those graduates who completed a questionnaire. It does not give information on the location of those who did not complete and return the questionnaire sent to them.

All the professional persons whose records are included in these analyses have attained the level of a bachelor's degree. The time that has elapsed between graduation in 1950 and the survey made starting in 1953 is a period of three years. This is not sufficient to permit any firm conclusions regarding the extent to which the class of 1950 will ultimately attain training at the graduate level.

It normally takes at least three years of post-graduate study to obtain a doctorate. This would mean, therefore, that the period following completion of undergraduate work would be one of continuous study, and this may be difficult to do so soon after graduation. The number of master's degrees that have already been obtained is, presumably, a more realistic measure of the extent of graduate training so far as the graduates of 1950 are concerned.

According to the second table, the extent to which graduate work for a master's degree has been completed varies from 52.3% for physicists to 3.2% for mechanical engineers, the average for all professions being 12.4%. On the basis of the questionnaires returned, the tendency appears to be for graduates in the non-engineering professions to pursue graduate work to a greater degree than those in the engineering professions. Indications are that the extent of graduate training at the doctorate level follows closely the same pattern as that for the master's.

Specialization

From questionnaires received it is virtually impossible to make any general comments or observations about the nature of the specialization of the 15 groups of professional people on whom information is presented.

Each person who was requested to complete a questionnaire in the 1953 survey was asked to indicate the type of activity within his specialty in which he was best qualified.

Certain functions were more characteristic of some groups than others. Physicists and biologists more commonly list research as the type of activity in which they are most proficient than is the case with engineers. The proportion of engineers listing certain functions depends to an extent on the type of engineering in which engaged. Construction is a function with which a fairly high percentage of civil engineers associate themselves, but which a much smaller proportion of other engineers designate.

Fields Of Employment

As is the case with several of the other characteristics dealt with elsewhere in this bulletin, it is impossible to point to a single field of employment which engages an important proportion of graduates in all 15 specialties. In such fields as veterinary medicine, employment is largely in consulting work and in government service. Electrical engineers are to an important degree in work associated with the manufacture of electrical apparatus and public utilities. Biologists and mathematicians, on the other hand, are more commonly in employment associated with education.

Salaries

On the basis of returns given by those who supplied salary data, Table 3 has been prepared showing the numbers in various salary ranges and also the median salary for each group.

Median starting salaries for graduates in 1950 and for 1953 are shown to indicate the trend that there has been for salaries to increase since 1950. The substantial increase that there has been in the salaries of 1950 graduates since graduation should, therefore, not be thought of as resulting entirely from normal salary increases, but, in part at least, from the fact that salary levels have increased each year since 1950.

With the exception of graduates in veterinary medicine and in geology, engineers, as a group, receive higher salaries than the other professional classifications included in Table 3.

TABLE 1
Proportion of Veterans in Class of 1950

Specialty	Number of Graduates Registered	Number of Veterans	Percentage Veterans
Engineering:			
Aeronautical	43	29	67.4
Chemistry and Chemical	496	251	50.6
Civil	522	343	65.7
Electrical	474	367	77.4
Mechanical	561	397	70.8
Mining and Metallurgy	183	134	73.2
Agriculture	343	211	61.5
Architecture	88	64	72.7
Biology & Sciences Associated with Medicine	145	59	40.7
Forestry	229	184	80.3
Geography	11	3	27.3
Geology	98	63	64.3
Mathematics	35	9	25.7
Physics	130	50	38.5
Veterinary Medicine	81	66	81.5
Total	3,439	2,230	64.8

TABLE 2
Graduate Training Completed by 1950 Graduates

Specialty	Number of 1950 Graduates	Number with Master's Degree	Percentage with Master's Degree	Number with Doctor's Degree	Percentage with Doctor's Degree
Engineering:					
Aeronautical	43	6	14.0	..	..
Chemistry and Chemical	496	87	17.5	8	1.6
Civil	522	20	3.8	..	..
Electrical	474	23	4.9	..	..
Mechanical	561	18	3.2	..	..
Mining and Metallurgy	183	17	9.3	2	1.1
Agriculture	343	57	16.6	5	1.5
Architecture	88	4	4.5	..	..
Biology and Sciences Associated with Medicine	145	55	37.9	6	4.1
Forestry	229	24	10.5	..	..
Geography	11	4	36.4	2	18.2
Geology	98	27	27.6	5	5.1
Mathematics	35	8	22.9	..	..
Physics	130	68	52.3	5	3.8
Veterinary Medicine	81	7	8.6	1	1.2
Total	3,439	425	12.4	34	1.0

TABLE 3
Salaries Reported By 1950 Graduates After 3 Years

	Up to $2950	$2951-$3850	$3851-$4750	$4751-$5650	$5651 and over	Median
Aeronautical Engineering	..	2	16	16	6	$4810
Chemistry and Chem. Engineering	14	73	192	102	24	$4439
Civil Engineering	3	46	234	133	59	$4575
Electrical Engineering	5	30	216	149	41	$4637
Mechanical Engineering	4	34	212	192	79	$4777
Mining and Metallurgy	..	7	50	70	45	$4999
Agriculture	38	148	69	23	7	$3594
Architecture	1	17	22	18	21	$4712
Biology and Sciences assoc. with Medicine	25	59	16	7	1	$3458
Forestry	6	87	59	37	14	$3938
Geography	3	5	2	...	..	$3150
Geology	2	9	29	29	12	$4761
Mathematics	3	13	5	3	2	$3670
Physics	3	30	31	13	17	$4310
Veterinary Medicine	2	6	15	25	20	$4915

Heaman To Swap Paint Secrets

Mutual exchange of formulae and technical information is covered by an agreement signed between Heaman Paint Co. of London, Ont. and Thompson Co. and their subsidiary, Specialty Coatings Inc., both of Pittsburgh.

The Thompson group, family-controlled, has been in the paint business for 100 years, specializes in industrial finishes. Heaman Paint Co., formed in 1946, also works on industrial finishes.

Management of the Canadian firm continues under original personnel including John D. Heaman, president and general manager; S. G. Heaman, vice-president and treasurer, R. W. Mitchell, as a director and secretary.

Imperial Tobacco To Call Stock

MONTREAL (Staff)—Imperial Tobacco Co. of Canada has decided to use a large slice of its liquid assets to redeem some $7.2 millions of preferred stock.

On March 1, all the company's oustanding 4% cumulative $25 par preference shares will be called. Original issue in 1947 was $10 millions, reduced through sinking fund to a current $7,188,875 or 287,555 shares. A special meeting of shareholders will be held March 27 to approve reduction in authorized capital by cancelation of the issue.

After redemption, Imperial's outstanding capitalization will include: $23.6 millions of 2¾% to 3% debentures; $8,030,000 6% non-callable preference stock; and $48,352,660 ordinary stock, $5 par.

At the end of 1953, Imperial had current assets of some $98 millions, including cash of $8.8 millions, government bonds of $9.6 millions and other securities of $5.9 millions. Current liabilities amounted to only $17.5 millions.

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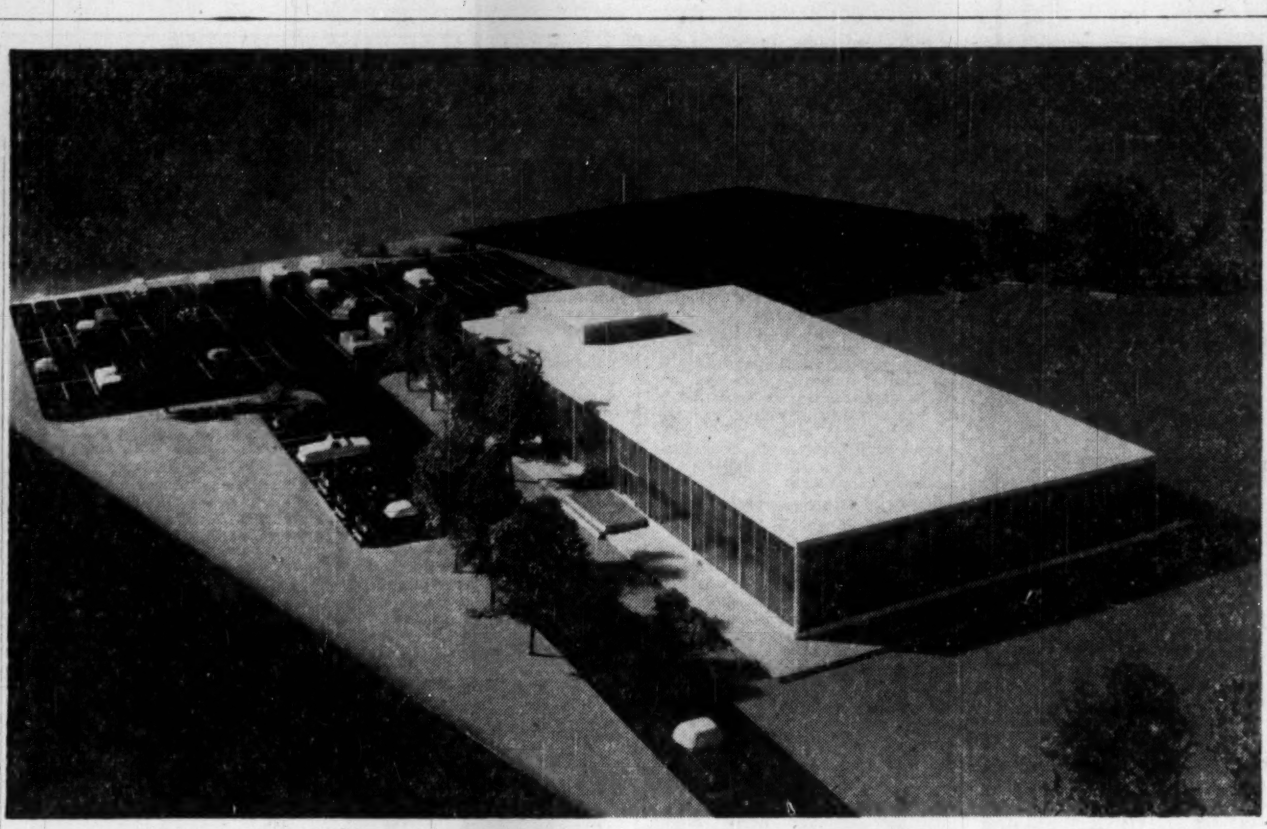
AINSWORTH ELECTRIC APPOINTMENT

HARVEY E. NAISMITH

Effective January 1st, 1955, Harvey E. Naismith is appointed to the newly-created post of Assistant Manager, Electric Apparatus Sales Division of Ainsworth Electric Co. Ltd., according to an announcement by F. C. Ainsworth, President. Well known in the electrical field, Mr. Naismith was connected with Northern Electric Co. Ltd. for many years in Western Canada. Joining the Ainsworth organization in January, 1948, he has served in several capacities, having been associated with the Sales Department for the past four years.



AN ALL GLASS BUILDING of 18,000 sq. ft. of their own design, set in four acres of ravine land in Don Mills Village, will become the home of John B. Parkin Associates, architects and engineers. Basically, the building is a cube 90′-0″ x 180′-0″ long x 15′-0″ high, having a first floor of 16,200 sq. ft., and a penthouse area of 1,000 sq. ft. containing the mechanical equipment and a dead storage area. The exterior is a carefully detailed and proportioned study of blue Luxite coolite glare reducing glass (on three sides, plain on north), set in a welded steel frame of flush columns and beams painted bone white and rising out of a low concrete plinth. The penthouse and service core which appears on the west elevation is of glazed brick. A ten-foot band of pea gravel separates the building from the colas-surfaced paths and entrance drive to the south and west, and from grass lawns to the east and north. Parking area to the west has accommodation for 113 cars.

Union To Ask Avro Rehiring

The much-discussed layoff of 1,000 Avro Aircraft Ltd. workers at the company's Toronto suburban plant was to be the subject of a union-government meeting Jan. 20.

The Trades and Labor Congress—which requested the meeting—will ask that Avro's production be stepped up to the old rate so the 1,000 can be rehired. The company will not attend the talks, having made its position clear previously.

Labor Minister Gregg and Defense Production Minister Howe were expected to meet the angry labor representatives.

Labor's stand is that the Government hasn't justified publicly its action in slowing production of CF-100 jet fighters at Avro, that there never should have been a layoff during the slack winter employment period.

Before the layoff, Avro also argued against an immediate slowdown of production, reportedly suggested layoffs over a period of six or eight months.

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ANNOUNCEMENT

BLAIR S. EBY, M.C.

Mr. R. A. James, President, announces the appointment of Mr. Blair S. Eby as General Manager of Allied Van Lines Ltd. Mr. Eby has been associated with the Department of Veterans' Affairs since discharge from the Army in 1945. He served with the 48th Highlanders of Canada and as staff officer at various headquarters overseas.

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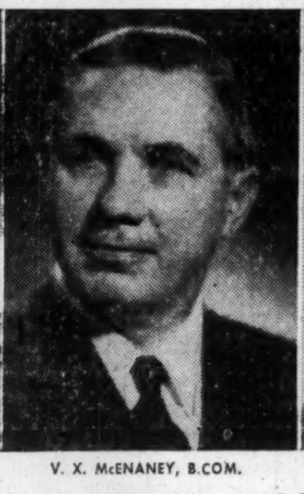
ANNOUNCEMENT

NORTH AMERICAN LIFE APPOINTMENTS

T. S. McEWEN, C.L.U.



V. X. McENANEY, B.COM.

W. L. WAYLETT, B.COM.

North American Life is pleased to announce the appointment of T. S. McEwen, C.L.U., as General Superintendent of Agencies, V. X. McEnaney, B.Com., as Superintendent of Agencies and W. L. Waylett, B.Com., as Superintendent of Group Sales. Mr. McEwen will have the responsibility of the supervision in the field of the Company's Agencies. Mr. McEnaney assumes the responsibility for the Company's educational programme throughout the Company's field force and in addition will have some direct supervisory duties. Mr. Waylett as Superintendent of Group Sales will be responsible for the continued development of the Company's group business. He was formerly Manager, Group Sales Division.

"EXPORT"
CANADA'S FINEST CIGARETTE

Women's Wear Market System Scores Three Hits, One Miss

Three hits and a miss is the current score of Canada's new market week system for women's apparel stores. The hits were in Montreal, Toronto, London. This miss was Quebec City.

Under the system — launched by the National Garment Salesmen's Association of Canada — salesmen open joint sample markets in hotels in various centres, invite retailers in the area to attend.

The first markets were held this month. Here are the reports:

Montreal — Of 600 buyers registered, about 35% were from Montreal, the balance from points as far away as Halifax and Saint John, N.B. Termed by officials as "definitely a success." Forty-five salesmen exhibited some 200 lines.

Toronto — Among 700 buyers registered, some were from as far as Halifax. One in four came from Toronto. So successful that a market at least double the size is predicted for June, when fall lines will be shown. One salesman wrote $50,000 worth of business during the week. A total of 160 lines was shown by 73 salesmen.

Quebec City — About 350 buyers registered to see 180 lines shown by 68 salesmen. Only 10% came from the city. Business not considered brisk enough to warrant another market here in June. "There's an education job to be done in Quebec," according to Irving Sanders, of New York, who managed the markets for the salesmen.

London — Registration of buyers was 250, mainly from Western Ontario. Many shopped the lines in Toronto, placed orders in London. A number knew the market week idea — established in the U. S. 35 years ago. They had visited markets in Detroit or Buffalo. This simplified their buying and results were considered excellent. Seventy-five salesmen showed 200 lines here.

Mike Kaplansky, Montreal, national president of the NGSA, said he was so pleased with the results of the markets that his organization plans to extend them in June. Additional sites will likely be Winnipeg and Halifax. Eventually, said Mr. Kaplansky, the markets will be held right across the country.

Markets Will Stay

An indication that the markets are in Canada to stay was the announcement by Mr. Sanders that he had opened a branch office in Montreal to handle promotions and arrangements for the Canadian markets. For the first markets, Mr. Sanders supervised details from his New York office.

While the markets are designed mainly for retailers in small centres which are often passed up by salesmen, the first Canadian markets attracted a good many buyers from larger stores in the cities. This, Mr. Sanders said, was a "very interesting development."

For salesmen, the markets were a boon. Al Ross, who showed in Montreal and Quebec, estimated that the markets have cut his traveling time down by almost half. Furthermore, he said, buyers whom he had never seen before visited his showrooms.

Retailers, too, were well pleased with the markets. They said they were able to see all the lines in which they were interested in a couple of days, instead of waiting for weeks for travelers to call. Small town retailers were delighted that they could see lines which often were never shown in their own place of business.

Farmers Union —Imperial Oil Tiff On Profit

From Our Own Correspondent

WINNIPEG — The fast-talking Manitoba Farmers' Union picked the oil industry as a target last week, quickly got a brisk point-by-point rebuttal from Imperial Oil Co.

The MFU executive Jan. 13 asked Premier Campbell to name a legislative committee to investigate the oil industry, its leasing procedures, Government regulations affecting oil production, present prices of gasoline and diesel fuel.

Citing increased profits of Imperial Oil Co. as one reason for a government inquiry, it claimed "industrial monopolies" shouldn't be permitted to accumulate big profits while agriculture declined.

"This excess profit-seeking in our oil industry is assuming ugly proportions," its brief said, "and not only adds to the cash outlay of farmers but is a definite factor in the cost of living index in Canada."

Answered Denis F. Kindellan, division manager of Imperial Oil at Winnipeg:

"Far from adding to the farmer's cost in Manitoba, prairie oil development has brought gasoline prices down while other costs are rising."

Mr. Kindellan said Union figures are misleading because they don't take into account a number of expense items, one of them income tax.

He said prior to completion of the interprovincial pipeline and the Imperial Oil refinery at Winnipeg, the company's wholesale price for regular grade gasoline in Winnipeg was 27.5 cents per gallon. Today, the wholesale price was 21.9 cents a gallon, a reduction of more than 20%.

Keen competition existed between oil companies in all phases of the business, he said, and competition governed the wholesale price of petroleum products.

Oil firms depended on an extremely low profit on a large turnover.

The result: Gasoline prices are at a lower level than nearly any other commodity purchased by farmers, he said.

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Nature doesn't make the tough resilient rubber

for today's flooring...

Polymer does!

Today when you see the deep-glowing beauty and tread the soft resilience of colourful rubber tile flooring, you may not be aware of a remarkable change that has given years of extra wear to rubber tile flooring.

For today, almost all rubber tile flooring produced in Canada is made of Polysar Krylene—a rubber developed by Polymer to improve the qualities of wear resistance and beauty of rubber tile.

Polymer makes many rubbers, each designed to offer qualities not obtainable from natural material. One is Polysar Butyl. Its remarkable air-holding quality is the reason why almost 100% of inner tubes in Canada are now Butyl tubes.

Another is Polysar latex. One type provides the base for the new rubber base paints. Another adds high bonding strength to a wide variety of adhesives used in Canadian industry.

For almost every use, Polymer makes a Polysar rubber that, used alone or in combination with other rubbers, is adding new values to everyday products.

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ABOUT 50% OF ALL NEW RUBBER USED IN CANADA TODAY IS POLYSAR

Addresses Made at the Annual Meeting of Shareholders

The Royal Bank of Canada

James Muir, Chairman and President, Declares That 1955 Will Be a "Year of Decision" for Canada, Determining Our Economic Welfare for Years to Come

Difficulties as well as rewards of right monetary and fiscal policy become manifest as business approaches proper balance of stability and activity.

Prosperous Economic Future Lies in Improving Competitive Position Not in Hiding Behind Trade Barriers . . . We Should Broaden the Functions of Existing Government Agencies, Enabling Them to Provide Long-term Credits to Export Traders

General Manager reports Assets over $3 billion, highest level ever attained by any Canadian bank . . . Deposits of $2,797,548,149 establish new Canadian record . . . $20 million added to Rest Fund . . . Capital Funds now $147 million . . . Royal Bank makes 40% of all bank loans under N.H.A.

ADDRESS OF CHAIRMAN AND PRESIDENT

James Muir, Chairman and President, in moving the adoption of the Directors' Report, said:

We hope you will find the eighty-fifth Annual Report and Balance Sheet of the bank to your liking. Again it has been our good fortune to experience a favourable year. As usual, the General Manager will deal with the Balance Sheet in some detail and I shall deal with a few of the special features later in my remarks.

Before proceeding, I must make reference to the demise of our oldest Director, Mr. John T. Ross of Quebec, last November in the 92nd year of his age. His record, we believe to be unique in banking history. Previous to our absorbing the Quebec Bank, he had been on their Board for twenty years and then for nearly thirty-eight years he was on our Board; therefore a Director continuously for more than fifty-seven years—truly a remarkable record.

At the end of the fiscal year, Mr. S. G. Dobson retired as Chairman of the Board, severing more than fifty-four years of uninterrupted service, and he had the pleasant experience of seeing the bank grow from a small, local institution with thirty-two branches and assets of $17,000,000 to the great international bank that it is today. Mr. Dobson will be nominated for re-election as a Director.

There is another retirement I must mention, that of Mr. Graham Towers as Governor — the first Governor — of the Bank of Canada. It is not easy to find terms which would adequately express the tribute that is his due for the great service he has rendered to Canada and for the exceptional skill and judgment he has displayed in building up the Bank of Canada since its founding.

The volume of our assets and the measure of our earnings have once more achieved new records for Canadian banking. In addition, I would have you note the extent of the bank's Capital Funds — that is, the amount of your investment in the enterprise. The Paid-Up Capital, Rest Account, and Undivided Profits aggregate the great sum of $147,000,000, a figure which exceeds substantially the capital funds of any other Canadian bank and is a record figure.

It is appropriate at this time to comment upon the transfer of $20,000,000 to Rest Account. As was explained at Ottawa during the proceedings relevant to the revision of the Bank Act last summer, Parliament make it permissible for the chartered banks to maintain Contingency Reserves as a backlog against the large liability the banks have to their depositors. (This is distinct and apart from Inner Reserves a bank may set up out of earnings upon which the full taxes have been paid.) The regulations provide that a ceiling will be put upon the Contingency Reserves, and if this ceiling is exceeded, a process is set in motion whereby the excess gradually assumes the status of ordinary earnings subject to full tax. Naturally the residue after payment of such taxes belongs to the shareholders. Happily, a prolonged succession of fruitful years has brought us, for the time being at least, to where we are experiencing the workings of the above arrangement and, to an extent, it is from this source that we have been able to make the large increase in Rest Account this year.

At this time I must express to our shareholders our gratification at the manner in which they so quickly took up the additional capital that the bank issued last July, thereby adding $21,000,000 to our Capital Funds. You will have noted, too, that today we shall ask the shareholders to increase the Authorized Capital of the bank from $50,000,000 to $100,000,000 so that we may have elbow room for the years to come.

TO APPOINT COMPTROLLER

Another point of interest to our shareholders is that your bank is about to appoint a Comptroller who will be charged with the duty of seeing that rigid control is exercised at all times over our costs. You may recall that last year I made some reference to Canada's high cost economy, and I will have more to say about that later. But I want to make it clear now that when I speak of the need to keep costs at a minimum I intend my remarks to apply to banking as well as to industry. I have never been one of those who thought that there was anything sacrosanct about banking. Our banks exist for the purpose of giving the widest range of banking service to the public; and if they are to continue expanding that service without increasing charges, or, better still, to render existing services at lower charges as volume increases, then it behooves the banks to look at their own costs with increasing scrutiny.

A year ago I discussed the need for a money market in these words: "It is time now for the chartered banks and all other financial institutions in Canada not only to support the efforts of the Central Bank but to take positive steps to increase their own initiative and activity in the development of a Canadian money market."

Naturally, it was a great satisfaction to see a money market functioning in almost five months to the day from the time I made the foregoing remarks. It could not but be gratifying to see this additional fulfilment of the efforts commenced by the Bank of Canada some time previously and I cannot speak too highly of the co-operation these authorities gave in bringing about the desired result.

I think this is the appropriate place to emphasize the contribution to flexibility in the banking situation made by the amendment to the Bank of Canada Act affecting the control of chartered bank cash reserves. The change from a rigid 5% requirement, which had the effect of inducing the banks to carrying excessive reserves, to an average of 8% (this can, of course, be increased to 12% if necessary), released many millions of dollars for useful and constructive credit purposes. In actual truth, this is the spring which largely fed the well out of which our money market loans have flowed.

We interpret the change to mean that Parliament and their advisers judge that for the time being an average of 8% cash reserves is full and adequate for banking needs and we are governing ourselves accordingly.

In the circumstances, we believe that if we are to exhibit sound management, we must see to it that our funds are fully employed and not allowed to lie inactive. This has been our policy since the change in reserve requirements came into force and, in the absence of any further need or reason for maintaining excessive funds, we have deliberately set out to avoid an unusually heavy cash position.

A YEAR OF DECISION

Each year I have tried in these annual remarks to present to you something more than a mere review or commentary suggested by the outstanding events of the previous year. I have tried in fact to relate those events to certain fundamental problems faced by our young and growing Canadian economy.

In some years, the problems of policy are so charged with importance for the future that only a rare combination of statesmanship and good fortune can guarantee a proper solution.

I believe that 1955 is such a "year of decision" in which our solution of immediate problems will have a tremendous capacity for good or evil in the years to come. During 1954 we have seen not only a defeat of inflationary forces in the economy but the reappearance, at least in a shadowy form, of the deflation bogey of the 1930's. In January, 1954, I referred to the fact that the inflationary boom had already become, for some sectors of the economy, a thing of the past. Since then we have seen a rise in unemployment and a reduction of some magnitude in certain components of the National Accounts as well as in the Gross National Product itself. We have seen as well increased competition in home and foreign markets from the revived industry of the United Kingdom, Western Europe and Japan.

Within an overall climate of political and economic freedom, our policy decisions in government and business during 1955 should take due account of four independent goals of an economic policy directed towards the economic welfare of the community. The first of these is to ensure that our human resources are not wasted in involuntary idleness; that is, we should try to maintain a high and stable level of business activity and employment. The second goal is to ensure that our resources, when fully employed, are allocated in such a way as to produce the maximum volume of goods and services and to bring these goods and services to market in the proportions in which consumers want them. The third goal is to ensure that the distribution of the national product and income combines equity with the highest possible incentive to increase the total amount of product to be shared. The fourth and final goal is to ensure that all our policy decisions are consistent with an appropriate rate of economic progress and growth in the economy as a whole.

The nature of the short-run problem of maintaining healthy general business conditions is given in the two words "activity" and "stability". Sometimes the emphasis of policy must be on the one, sometimes on the other. Thus, in spite of the fears of many at the war's end, business activity has not been a major problem. But general business stability has been continually threatened by inflationary pressure.

Today, while we may congratulate ourselves that recession has not gone far and may go little, if any, further, business activity has become a problem. The difficulty of the decisions that have now to be made in this area has increased with their importance.

In a period of obvious inflation or deflation, it is comparatively easy to decide on the appropriate direction of monetary and fiscal policy, and the major problem becomes that of choosing the combination that achieves maximum effectiveness with the least cost and dislocation to the economy. The really difficult decisions must be made at a time like the present when it is still unsafe to pronounce inflation entirely cured and still less so to assume that the paramount danger of the moment is the galloping deflation of the early 1930's. We know in general what the proper medicine is, but we do not know exactly when it should be taken or how much the dose should be. Admittedly, this is a higher type of problem than that faced by an economy in a pitiful state of inflation or deflation; for it is precisely when we have attained something approaching the proper degree of both stability and activity that the difficulties as well as the rewards of right policy become manifest.

We have already seen a modest reversal of the higher interest rate policy of our central bank and there has been a corresponding easing of credit conditions, a situation which has been further encouraged by the new lower cash reserve ratio to which I have already referred. There has been some talk, too, of lower taxes, which have indeed been hinted at by the Minister of Finance himself. In addition, certain large items of government expenditure, notably the St. Lawrence Seaway, will tend to offset deflationary tendencies in the economy. Nevertheless, the basic questions remain. When should a dose of expansionist medicine be administered? Have we perhaps reached a turning point where natural economic forces are sufficient to effect a cure? If not, how big a dose of our, essentially preventive, medicine should we give in order to restore health without upsetting the balance of nature? To those who must in the next few months find answers to these questions we can promise only our patience, our sympathy, and our co-operation.

THE ALLOCATION OF RESOURCES

The allocation of resources is essentially a market problem. In peacetime, what gets produced, and how much, should reflect consumer demand in the market. The problem is to produce the right goods at the right prices. In this process, we interfere with the market mechanism only at our peril; but interfere we do for various reasons, good and bad. Nevertheless, the burden of proof is clearly on those who would impose on others their own economic values in place of values determined by the great mass of consumers in the open market.

I referred last year to Canada's high cost economy. High costs and prices relative to those abroad can only exist (in excess of transport costs) because of some degree of isolation of the home economy from the economy of the world as a whole. This is of course a departure from the completely free economy, and must be defended in terms of national goals of policy other than that of the "best" allocation of resources as I have defined it: that is the allocation dictated by the operation of the open market.

All countries have accepted these deviations from the free market to the degree that they impose tariffs and other barriers to the free flow of international trade.

In last year's address, I discussed the implications for our economy of high costs and prices, whether due to tariffs, sales and excise taxes and other factors tending to isolate the home market from world competition or to small volume production and the attendant high level of wage and capital costs per unit of output.

The problems posed by the high cost economy become more acute with every increase in the competitive threat of foreign industry to Canada's markets at home and abroad. Pressure for protective measures becomes more insistent as the immediate effects of sharpened competition become apparent. I am still of the opinion that Canada's future lies on the side of improving her competitive position rather than isolating herself behind heightened barriers to trade. This is the only policy consistent with her present and future position as a great trading nation.

However, all our export difficulties do not spring from high production costs.

First of all, the price of our exports to foreign buyers depends not only on our own costs and prices in Canadian dollars, but on the price of Canadian dollars in terms of foreign currency. Since early in March, 1952, our dollar has been at a premium in U. S. funds and at a corresponding premium in terms of all other currencies. It may be argued, of course, that this is merely the result of a strong balance-of-payments position, and that if we really needed the exports our dollar would sink in the free market to the level appropriate to our internal costs and prices. This would be true were it not for the fact that our overall balance-of-payments position depends not only on our exports of goods and services, but on capital flows, into and out of the economy, for investment in old and newly-floated securities. In recent years, the net flow has been strongly in favour of Canada.

All this is gratifying to Canadians in that it indicates a strong faith on the part of foreign investors in the future of our country. But the plight of Canadian exporters is in no way eased by this otherwise admirable state of affairs, for the resulting high price of the Canadian dollar imposes a tax on exports and a subsidy on imports.

INCREASED PROTECTION NO ANSWER

Increased protection is no answer. The disadvantage of our dollar's high exchange value is general: it affects all Canadian producers. Protection helps only those Canadian producers who must compete in the home market against imports: it does nothing for our exporters except to subject them to a further rise in domestic costs and hence to a further limit on their ability to compete in foreign markets. And, finally, he would be an innocent indeed who could believe that protection granted to offset a, presumably temporary, disadvantage due to our high-priced dollar would be easily removed should this disadvantage disappear.

It may be argued that we now have a situation where the Exchange Fund Account could play a decisive role — that is, the Account could purchase U. S. dollars in the open market and bring the exchange rate down, in the same way that purchase by the Bank of Canada of Government securities in the open market can bring down the interest rate. In both cases, of course, there is an increase in the money supply, but this need not be inconsistent with policy under present business conditions.

This proposal I submit only in the interest of clear-headed public discussion. Briefly, my position is that if anything is done in response to the pleas of our producers for relief from the economic consequences of our high-priced dollar, it should not be more protection, or the return to a fixed exchange rate (both of which have been proposed), but simply the use of open market operations by the Central Bank to affect not only the rate of interest but the rate of exchange as well.

I make my second proposal for the improvement of our competitive position with a little less diffidence. It has to do with the financing of our export trade.

The tremendous wartime expansion of our industrial capacity between 1939 and 1945 made it possible for Canada to capture many new and worthwhile overseas markets. In fact, owing to the limits of our home market, much of that industrial capacity had no profitable alternative use. Exports in general increased from $2,339 millions in 1946 to a peak of $4,355 millions in 1952. A large part of this expansion must of course be attributed to the great post-war sellers' market; but our overseas traders owed a substantial part of their success to the practical steps taken by our Government, especially in setting up trade missions and in creating and providing institutional aids, such as the Export Credits Insurance Corporation founded in 1944.

EXPORT FINANCING

The noticeable decline in exports since 1952 may also be attributed to a number of interrelated causes: price declines, increased competition from low cost producers abroad, the recovery of industrial capacity in war-torn countries, and the like. All these tend to alter relative cost and price relationships in the world market to Canada's disadvantage. But, in addition to the important matter of relative costs, a new factor has been injected by European suppliers who are able, with government support, to offer long-term financing to their customers in the world market. This type of financing is especially important in sales of heavy equipment; and, in one form or another, notably through the Export-Import Bank of Washington, it has been available for many years to American export houses. We are aware that some very large foreign orders for equipment, which might have been obtained by Canadian firms, were lost to competitors during the year, largely owing to relatively favourable terms of payment. In view of the importance to Canada, today and in the future, not only of maintaining exports, but of maintaining intact, her industrial legacy from wartime expansion, it seems abundantly clear that definite action should now be taken to provide our traders with the credit facilities they lack. These facilities might take various forms; but, in general, they could be provided by a corporation, owned partly or wholly by the Government, with the

(Continued on page 31)

1955: A YEAR OF DECISION

James Muir suggests 4 goals of policy to ensure economic welfare of the community in years ahead

I believe that 1955 will be a "year of decision" in which our solution of immediate problems will have a tremendous capacity for good or evil in the years to come. During 1954 we have seen not only a defeat of inflationary forces in the economy but the reappearance, at least in a shadowy form, of the deflation bogey of the 1930's. In January, 1954, I referred to the fact that the inflationary boom had already become, for some sectors of the economy, a thing of the past. Since then we have seen a rise in unemployment and a reduction of some magnitude in certain components of the National Accounts as well as in the Gross National Product itself. We have seen as well increased competition in home and foreign markets from the revived industry of the United Kingdom, Western Europe and Japan.

Within an overall climate of political and economic freedom, our policy decisions in government and business during 1955 should take due account of four interdependent goals of an economic policy directed towards the economic welfare of the community. The first of these is to ensure that our human resources are not wasted in involuntary idleness; that is, we should try to maintain a high and stable level of business activity, and employment. The second goal is to ensure that our resources, when fully employed, are allocated in such a way as to produce the maximum volume of goods and services and to bring these goods and services to market in the proportions in which consumers want them. The third goal is to ensure that the distribution of the national product and income combines equity with the highest possible incentive to increase the total amount of product to be shared. The fourth and final goal is to ensure that all our policy decisions are consistent with an appropriate rate of economic progress and growth in the economy as a whole.

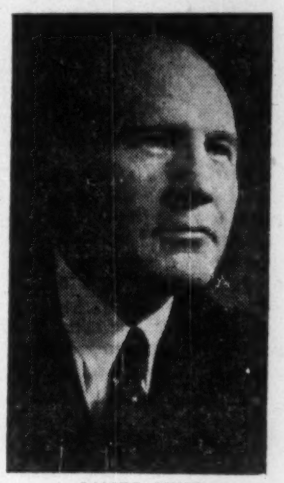
HIGHLIGHTS

MR. MUIR SAID:

The volume of our assets and the measure of our earnings have once more achieved new records for Canadian banking. In addition, I would have you note the extent of the bank's Capital Funds—that is, the amount of your investment in the enterprise. The Paid-Up Capital, Rest Account, and Undivided Profits aggregate the great sum of $147,000,000, a figure which exceeds substantially the capital funds of any other Canadian bank and is a record figure.

* * *

While we may congratulate ourselves that recession has not gone far and may go little, if any, further, business activity has become a problem. In a period of obvious inflation or deflation, it is comparatively easy to decide on the appropriate direction of monetary and fiscal policy. The really difficult decisions must be made at a time like the present, when it is still unsafe to pronounce inflation entirely cured and still less so to assume that the paramount danger of the moment is the galloping deflation of the early 1930's. For it is precisely when we have attained something approaching the proper degree of both stability and activity that the difficulties as well as the rewards of right policy become manifest.



JAMES MUIR

Chairman and President
The Royal Bank of Canada

* * *

The strong faith on the part of foreign investors in the future of our country is gratifying to Canadians. But the plight of Canadian exporters is in no way eased by this otherwise admirable state of affairs, for the resulting high price of the Canadian dollar imposes a tax on exports and a subsidy on imports. It may be argued that we now have a situation where the Exchange Fund Account could play a decisive role — i.e., the Account could purchase U. S. dollars in the open market and bring the exchange rate down in the same way that purchase by the Bank of Canada of government securities in the open market can bring down the interest rate.

* * *

The noticeable decline in exports since 1952 may be attributed in part to a new factor which has been injected by European suppliers who are able, with government support, to offer long-term financing to their customers in the world market. This type of financing is especially important in sales of heavy equipment; and, in one form or another, has been available for many years to American export houses. It seems abundantly clear that definite action should now be taken to provide our traders with the credit facilities they lack. These could be provided by a corporation owned partly or wholly by the government with the power to discount export paper of longer term than chartered banks can handle. The essential function of such a corporation could be provided very simply by widening the scope and operations of existing government entities now active in assisting trade and industry. I have in mind particularly the Export Credits Insurance Corporation, and perhaps the Bank for Industrial Development.

* * *

In order to ensure the maximum amount of total product we must reward talent and skill; and Providence has not seen fit to distribute talent and skill equally among all the members of the community. Greater equality may mean only that everyone gets an equal slice of a smaller pie; and we have to assess this result against the alternative that, by providing rewards commensurate with talent and skill, we get unequal slices of a larger pie. Our progressive income and inheritance taxes have brought about a measure of equality unknown only a few generations ago. In this process we have achieved a most desirable result; we have raised the welfare level of great numbers of people. But, unfortunately, we have in the same process discouraged to some extent the incentive to produce. In other words, heavy taxation in the interest of equality may, in its extreme form, create equality of poverty, not equality of wealth.

* * *

Nowhere is the age-old conflict of public wealth and private riches more painfully in evidence than in the combination of haste and greed that prompts the owners of our resources to alienate what they own and control in return for a short-run gain. In this process private fortunes may be made, but the public wealth may suffer, not only today but in generations to come, and our children may be denied the opportunities for creative enterprise that should be their rightful heritage.

* * *

If the decisions we make are in keeping, both with the realities of the present and with those of that greater Canada which can be seen in outline even now, we may safely leave our doubts behind and, by making the decisions to greatness, bring greatness itself within our grasp.

* * *

MR. ATKINSON SAID:

The bank's assets have shown an expansion of $131,039,655 during the year under review. For the first time in the history of any Canadian bank, they exceed the three-billion mark—the year-end figure being $3,026,895,844. Such a substantial total reflects a very great volume of transactions entrusted to our branches throughout the country and indicates that your bank stands pre-eminent in the opinion of the public. This is a reputation which we zealously guard and value very highly indeed.

Deposits by the public which are, of course, the life-blood of a bank have increased by the substantial total of $62,904,073 to $2,797,548,149, another new high in Canadian banking.

* * *

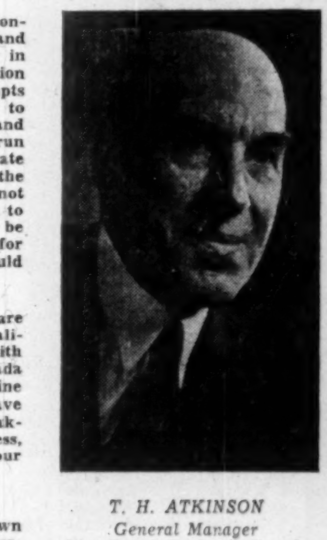
For the first time the revised Bank Act enables banks to advance money against new residential construction under the National Housing Act. You will observe that at the end of the year we had advances outstanding in this category amounting to $22,672,390. Actually, our total commitments were something over $62,000,000 — the difference between the two amounts to be loaned as construction proceeds. This represents approximately 40% of the total commitments of all the banks.

* * *

An amendment to the Bank Act makes it permissive, for the first time, for banks to issue transferable share certificates which may be transferred simply by endorsement and surrender of the certificate. On January 10th we commenced issuing our certificates in the new form in Canada and the United States.

* * *

In keeping with our past policy of extending our services to new areas where development warrants banking facilities, we have opened one branch outside Canada during the past year and in the near future will open three more in the Caribbean area which will bring the total of our foreign branches to 74. These 74 branches mean 74 Canadian representatives abroad whose services are at the disposal of Canadian businessmen to give them first hand information on conditions in their respective localities. At a time when Canadian export trade has been declining as a result of increased and intensified competition from other exporting countries, these 74 information centres abroad can be of inestimable value to Canadian exporters by assisting them through up-to-date and first-hand knowledge of the local markets, in their demands and selling problems as well as by providing reliable credit information on prospective purchasers. At Head Office, we maintain a centralized Foreign Credit Information service whose files on foreign business concerns are being revised and enlarged continually. In addition, representatives from Head Office travel extensively each year to keep themselves conversant with important developments and trends in the countries where we have branches.



T. H. ATKINSON

General Manager
The Royal Bank of Canada

GENERAL MANAGER'S ADDRESS

T. H. Atkinson, General Manager, referred to the financial statement as follows:

The Annual Report which has been placed before you today is the 85th issued by this bank and I should like to discuss with you some of the more important items appearing in the Balance Sheet and the Statement of Profit and Loss. I am sure you will share with management a feeling of considerable satisfaction that the bank's assets have shown an expansion of $131,039,655 during the year under review. For the first time in the history of any Canadian bank, they exceed the three-billion mark — the year-end figure being $3,026,895,844. Such a substantial total reflects a very great volume of transactions entrusted to our branches throughout the country and indicates that your bank stands preeminent in the opinion of the public. This is a reputation which we zealously guard and value very highly indeed.

DEPOSITS

Deposits by the public which are, of course, the life-blood of a bank have increased by the substantial total of $62,904,073 to $2,797,548,149, another new high in Canadian banking. Liquidity has been well maintained as indicated by cash, and its equivalent, of $467,429,065 and this together with other quickly realizable assets, including call loans and securities, aggregate $1,881,900,848 which comprise 65.34% of the total liabilities of the bank to the public. It would have been reasonable to expect a decline in loans to accompany a falling off in the gross national product but this has not proven to be the case, although the pace at which loans were expanding in Canada has slowed down. However, our loans have increased by $43,875,823 to a total of $1,188,022,047. I shall have something to say a little later on regarding new avenues of loaning which opened up during the year.

EARNINGS

It will be noted that earnings are again at a new high, having increased $1,960,903 to a total of $30,913,511. After the usual deductions for depreciation, income tax and dividends, there remain $3,988,700. As explained in the Directors' Report we were able to withdraw $16,000,000 from our inner reserves and the two amounts, together with the balance carried forward from last year in Profit & Loss Account of $1,515,375, made a total of $21,504,075. You will have noted that the very substantial sum of $20,000,000 has been transferred to Rest Account and the balance of $1,504,075 has been carried forward in the form of undivided profits.

The year just closed has been rather an eventful one in Canadian banking. As you are aware, the Bank Act, which is our charter, is reviewed by Parliament every ten years and this operation was carried out in 1954. It is a most detailed examination of banking legislation, the main part of which is done by the Banking & Commerce Committee composed of fifty members of the House of Commons who question numerous witnesses for the purpose of ascertaining what changes should be made in the Act to bring it into line with current conditions. As a result of their findings, the revised statute incorporated for the first time a provision enabling the banks to advance money against new residential construction under the National Housing Act. You will observe that at the end of the year we had advances outstanding in this category amounting to $22,672,390. Actually, our total commitments were something over $62,000,000 — the difference between the two amounts to be loaned as construction proceeds. This represents approximately 40% of the total commitments of all the banks.

CAPITAL STOCK

One of the amendments to the Bank Act removed the requirement that offers of new capital stock be made to all shareholders wherever located, thus enabling the banks to issue new shares without offering them to shareholders in countries whose regulations require the supplying of information not necessary in Canada. Accordingly your bank offered for subscription on July 1st, the earliest effective date of the amendment, 700,000 shares, this being our first issue of capital stock since 1928. When the few shares which were purchased by shareholders on the instalment plan are fully paid, our Capital and Rest Accounts will be $42,000,000 and $104,000,000 respectively. As announced at the time, the purpose of the issue was to bring the shareholders' equity more into line with the volume of business transacted, the total assets of the bank having more than tripled since the previous issue of capital stock. You will be interested in knowing that an indirect benefit of this new issue has been the addition of a large number of new shareholders, bringing the total number to 18,175.

Another amendment to the Act made it permissive, for the first time, for banks to issue transferable share certificates. Previously, bank shares could be transferred only on the books of the bank. Knowing that many of our shareholders were anxious to have their holdings in a form which could be transferred simply by endorsement and surrender of the certificate, we proceeded immediately with the ordering of engraved certificates and the setting up of the required machinery to handle them. On January 10th we commenced issuing our certificates in the new form in Canada and the United States.

FOREIGN BRANCHES

Our foreign branches have made further progress during the past year and the results of their operations have again been most satisfactory. An international bank such as ours, operating in many foreign countries, must keep abreast of developments in world trade and commerce. In some of the countries in which we do business, conditions have been excellent while in others there have been problems of varying degrees. Wide fluctuations in the price of certain agricultural products, such as coffee and cocoa, and increasing inflation have had marked influences on the trading picture of several of the Latin American countries. In some, tight money conditions prevailed while in others an easy money market existed. In each of the foreign countries in which we operate, different laws govern capital requirements, cash reserves, loaning and deposit limits, labour relations, foreign exchange transactions, etc. These, naturally make the administration of our foreign branches most complex but in each country our officers are familiar with local regulations and our foreign branch organization is second to none.

In keeping with our past policy of extending our services to new areas where development warrants banking facilities, we have opened one branch outside Canada during the past year and in the near future will open three more in the Caribbean area which will bring the total of our foreign branches to 74. These 74 branches mean 74 Canadian representatives abroad whose services are at the disposal of Canadian businessmen to give them first-hand information on conditions in their respective localities. At a time when Canadian export trade has been declining as a result of increased and intensified competition from other exporting countries, these 74 information centres abroad can be of inestimable value to Canadian exporters by assisting them through up-to-date and first-hand knowledge of the local markets, in their demands and selling problems as well as by providing reliable credit information on prospective purchasers. At Head Office, we maintain a centralized Foreign Credit Information service

(Continued on page 31)

"A GREAT AND RESOLUTE TEAM"

General Manager pays tribute to vigour, loyalty and co-operation of staff of over 15,000 in Canada and Abroad

"Again it is my privilege and pleasure to say a word of richly merited thanks to the staff for the contribution they have made to the gratifying outcome of the year's operations.

"Including maintenance staff, technicians, and others with special duties, we now employ well in excess of 15,000 people. They are welded into a great and resolute team which takes second place to none.

"1954 was no exception to the pattern of the post-war period which has seen the emergence annually of increased volume and new business procedures to place fresh demands upon the staff. Again the challenge has been met with skill and devotion.

"We are proud of our staff, not only for what they accomplish on public counters and at their desks, but for the services they perform voluntarily outside the bank in the hundreds of communities in which we are represented. We have files of heartwarming letters as eloquent testimony that their efforts do not go unappreciated.

"One of the rewards of my office is the opportunity to visit units of the bank's activities, be it branch or department, and to see all around me the vigour, loyalty, and co-operation which prevail. These are the qualities from which stem our health and strength. Without them we could not remain the dynamic organization we are today.

"Regardless of the depth of one's feelings and mine are truly deep on this subject, it is no easy task to find new words each year to pay tribute to a performance which has been so consistently outstanding. In fact, I wonder if after all there are any better words than to say with all the sincerity at my command that our heartfelt thanks go to each and every member of the staff for a job well and faithfully performed."

(Continued from page 30)

power to discount export paper of longer term than chartered banks can handle. The essential function of such a corporation could indeed be provided very simply by widening the scope and operations of existing government entities now active in assisting trade and industry. I have in mind particularly the Export Credits Insurance Corporation, and perhaps the Bank for Industrial Development.

DISTRIBUTION OF NATIONAL PRODUCT

I come now to the third goal of economic policy: increased equity and incentive in the distribution of our national product. I have already said that our resources should be allocated in such a way as to produce the maximum volume of goods and services and to bring these goods and services to market in the proportions in which consumers want them. But consumers do not have equality of purchasing power, hence they do not have equal power to decide what gets produced and how much. It has been argued that we should, through progressive income and inheritance taxes and various welfare expenditures by Government, bring about equality in the distribution of income and wealth.

However, the distribution of income and wealth has an effect also upon the total amount of income and wealth to be shared.

In order to ensure the maximum amount of total product we must reward talent and skill; and Providence has not seen fit to distribute talent and skill equally among all the members of the community. Greater equality may mean only that everyone gets an equal slice of a smaller pie; and we have to assess this result against the alternative that, by providing rewards commensurate with talent and skill, we get unequal slices of a larger pie. Clearly this is a problem that can be solved only by some compromise between the two widely accepted, but often conflicting, ends of maximum equality and maximum production.

I have nothing new to add to this great debate on the proper ends of fiscal policy, except to urge that the relevance of both major ends be clearly seen. Today, our progressive income and inheritance taxes have brought about a measure of equality unknown only a few generations ago. In this process we have achieved a most desirable result: we have raised the welfare level of great numbers of people. But, unfortunately, we have in the same process discouraged to some extent the incentive to produce. In other words, heavy taxation in the interest of equality may, in its extreme form, create equality of poverty, not equality of wealth.

One can hardly escape the conclusion that the present rate of corporate tax, along with excise and sales taxes under various jurisdictions, federal, provincial, and local, have the effect not only of discouraging incentive but of affecting arbitrarily the disposition of income and hence the allocation of resources. Thus an improperly designed tax system may offend not only against the canons of taxation proper, but it may interfere as well with the attainment of other ends of policy, such as a high level of business activity and the best allocation of economic resources.

I believe that this year of decision should prove an opportune time not only for the consideration of the problems that press themselves so insistently on our attention, but an opportune time also for the consideration of those less obvious but no less important problems having to do with the distribution of the burdens and rewards that accompany our system of taxation and government expenditure. In this task we should, I think, aim at a system of taxation and expenditure that tempers equality of income and wealth with the preservation and encouragement of the incentive to produce, and interferes as little as possible with the distribution of resources that would result from the full and free operation of a competitive market.

ECONOMIC PROGRESS

If we, the citizens of Canada were sufficiently wise or fortunate to choose leaders in government and business capable of ensuring stability at full employment, the optimum allocation of resources, and a distribution of wealth and income that combines equality with the incentive to produce, there would surely be little need for a new "ministry of economic progress": nor will there be such a need so long as we premise our economic policy on growth.

We should, for example, consider what policy is best in the long run, not for a nation of 15 millions but for one of, say, 30 millions. This may mean taking a course of action today that seems in our present position to be inappropriate. In business and government policy, it may mean taking a gamble on an expanding home market with all that such a market means in terms of low cost quantity production.

In the meantime, we may chafe under a policy dictated by full adherence to the General Agreement on Tariffs and Trade. We may complain that this is appropriate only to a much larger country with a greater degree of power and independence. Those of narrow vision may think that we should act defensively, erect barriers to trade, and in general adopt, not the policy of a great nation, but what Adam Smith called "the sneaking arts of underling tradesmen" who buy only from those who buy from them. All these narrower policies can only confine and stifle the very forces of growth without which true progress is impossible. In other words, before we can be a great nation, we must begin to act like one.

Nevertheless, as I pointed out last year, we must not be carried away by the opinion of the outside world, especially when that opinion runs so strongly in our favour. In this area, a number of legitimate doubts, a becoming humility, or perhaps I should say a certain amount of caution, should inform our economic policy. Our future depends not on what the rest of the world thinks of us: what the rest of the world thinks of us depends ultimately on what we do for ourselves.

So much for the doubts. They are not, or should not be, serious. We have the natural resources necessary to make our own efforts worth while; and so in the end our progress depends upon the quality and quantity of our human resources. I do not think we need have many doubts about the high quality of our human resources. But it remains for far-sighted policy in business and government to ensure not only that this high quality is fully and efficiently used, so as to realize fully our capacity to produce and prosper today, but that we achieve the proper degree of expansion in the quantity of these resources available for use tomorrow. We must start today to create the economic environment that will both encourage, and enable us to take full advantage of, that growth in population and capital without which we cannot realize the great potentialities that lie in our wealth of natural resources.

Nor should we confuse the true process of growth with the mere exploitation of these resources. Nowhere is the age-old conflict of public wealth and private riches more painfully in evidence than in the combination of haste and greed that prompts the owners of our resources to alienate what they own and control in return for a short-run gain. In this process private fortunes may be made, but the public wealth may suffer, not only today but in generations to come, and our children may be denied the opportunities for creative enterprise which should be their rightful heritage.

How we meet our problems in this year of decision will, as I have said, profoundly affect the direction and rate of Canada's growth. If the decisions we make are in keeping, both with the realities of the present and with those of that greater Canada which can be seen in outline even now, we may safely leave our doubts behind and, by making the decisions appropriate to greatness, bring greatness itself within our grasp.

General Manager's Address

(Continued from page 30)

whose files on foreign business concerns are being revised and enlarged continually. In addition, representatives from Head Office travel extensively each year to keep themselves conversant with important developments and trends in the countries where we have branches. Up-to-date reports on conditions in Canada and in the countries where we operate abroad are contained in a supplement which will accompany the printed report of this meeting.

Our foreign service is a source of great pride to us and, we feel, justifiably so. During the past 55 years, we have built up an enviable reputation abroad and are very much an integral part of the business life of the countries where we operate; in fact, in some cases we are considered a local bank rather than a foreign one. The representatives of Canada's Government in foreign countries, our Ambassadors and Trade Commissioners, have done an excellent job of enhancing Canada's prestige abroad and we feel that our officers and branches have contributed in no small measure to this achievement.

Israel Citrus Fruits Return To Canada

Israel is getting into the Canada market for citrus fruit.

The first boat to carry Israel citrus to Canada left Haifa, Israel, early in the new year, thus renewing for the first time since 1939 the commercial shipment of Jaffa oranges, grapefruit and lemons to Canada.

Citrus is Israel's major export. The Mediterranean nation is struggling to bring better balance to its foreign trade picture which is heavily overweighted to imports.

CONSTRUCTION TRENDS By HARLEY POTTER

New Floor-Ceiling System Saves Builder Time, Money

A retired builder has patented a new "dual" method of putting floors and ceilings into steel-and-concrete office buildings, apartments and other like structures. He believes it will speed up construction, save money.

It is intended to compete with two established systems—concrete slabs laid on the steel frame with a concrete floor poured on top or cellular steel flooring laid on the framing with concrete floor poured on top.

Both of these eliminate the forest of wood shoring, carpenter labor and material wastage that goes with pouring concrete floors on forms supported by temporary shoring.

The new system now patented in Canada by Basil W. Ingleby uses the form on which the concrete floor has been poured, for the ceiling underneath.

Basic units are factory-made vermiculite or slag slabs treated with a mastic material to prevent wet concrete adhering.

Slabs are put under the bottom side of the top flange of the steel and held in place by lagging blocks and cross members. Electrical conduit systems and other work to remain permanently in the floor are installed and the concrete floor poured.

Then comes the feature of Ingleby's system which he claims gives advantages.

When floors have cured to desired density, lagging blocks and cross members are removed. The slabs, which up to now have acted as a form for the concrete floor, are lowered to engage bottom flanges of the steel beams.

Viewed from underneath, the undersides of the slabs, with the undersides of the steel beams between, provide a ceiling.

Blocks are inserted in the grooves between adjacent slabs to cover and fireproof the steel.

The slabs are grooved so that they project between the flanges of beams to provide a smooth, even surface.

He claims these advantages for his "dual system": It eliminates wooden or steel pins or centring, carpenter labor, wastage of lumber, dismantling and storage, bar joists, channel bars, metal lath, scratch coat and brown coat of plaster; it provides full fire protection for steel.

Ingleby has also obtained a Canadian patent on a method of supporting hung ceilings from new "dual system" construction to accommodate air conditioning or other services.

• • •

Trust Companies Sign Up Under NHA

One big change brought by the new National Housing Act is the registration of more companies as approved NHA lenders. That is, aside from the fact that it added all 11 banks to the list.

A flock of trust companies have signed up. They are not lending actively in many cases, it is said, as mortgage lending doesn't appeal greatly to trust companies. But several apparently anticipate a growing role as agents and administrators of insured mortgages for other people, such as U. S. insurance companies.

Trust companies registered to land, as of late 1954, include: Chartered Trust; Crown Trust; Equitable Trust; Guaranty Trust Co. of Canada; Montreal Trust; Prudential Trust; Toronto General Trusts; Victoria & Grey Co. Trust; Waterloo Trust & Savings; Canada Trusts; Huron & Erie Corp.

• • •

Will Finish White Marble Bldg. Stone

Delbo Inc., Bonsecours, Que., plans to have a plant operating this summer to finish white marble for building exteriors and tombstones. Costing about $50,000 with equipment, it may be built on the properties at Bonsecours or at Waterloo where the council has offered land.

At Bonsecours, Delbo operates a white marble quarry producing 10 different sizes of white marble granules marketed for terrazzo, artificial stone, stucco, poultry, feed and other uses. The marble, a metamorphosed high calcium mountain limestone composed almost entirely of calcite crystals, is stated to be of rare occurrence in Canada. The company also recently developed a green stone deposit, suitable for terrazzo and, in dust form, for insecticides.

'54 Bldg. Permits Up 12%, Big Carryover Indicated

Building permits issued in 1954 in 27 municipalities across Canada were 12% higher than the year before. The year closed strongly, too. A sample of municipalities surveyed by The Financial Post shows December permits 33% ahead of the same month year earlier.

This spells a good building construction carryover in these municipalities for the beginning of the year.

In some cases there are declines, but they still leave building at near record heights.

Here are the 12-month figures reported by building inspectors. Coverage is not complete for all suburban areas, but in Metropolitan Toronto, the four big municipalities in 1953 accounted for 88% of all building.

	Total Building Permits For Year 1954 $000	% chge. fr. 1953
Halifax	12,956	+17
Montreal	110,689	—12
Lachine	4,253	—21
Toronto	86,584	+7
N. York	83,867	+21
Etobicoke	63,467	+26
Scarborough	70,521	+45
Hamilton	32,743	+5
London	7,630	+31
Winnipeg	34,999*	+60
St. Boniface	13,076*	+377
St. James	8,074*	+26
Fort Garry	4,738*	+3
St. Vital	3,515*	+37
E. Kildonan	4,172*	+179
W. Kildonan	2,589*	—38
Six other suburbs	3,758*	+49
Regina	19,285	—39
Calgary	46,711	+11
Edmonton	68,330	+24
Vancouver	45,286	—11
Victoria	7,320	+4
Total	734,613	+12

*To Dec. 15, only.

For the municipalities reporting December permits, here is the comparison with year earlier:

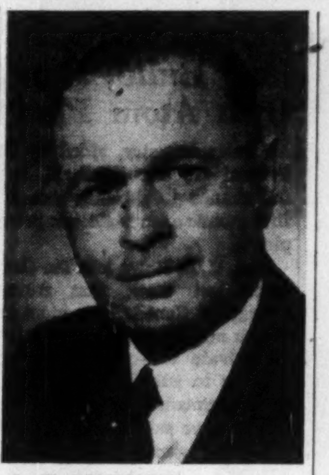
	Bldg. Perm. Dec. $000	% chge. fr. Dec. 1953
Halifax	2,805	+1,580
Three Rivers	184	+318
Montreal	7,539	—0.1
Lachine	89	—71
Toronto	19,684	+194
N. York	2,716	—16
Etobicoke	1,132	—73
Scarborough	3,016	+35
Hamilton	1,197	+215
London	294	+137
Winnipeg	2,623	+71
Regina	253	—89
Saskatoon	3,629	+138
Lethbridge	207	+42
Calgary	2,709	+234
Edmonton	1,896	+113
Vancouver	3,356	—34
Burnaby	1,997	+299
W. Vancouver	312	+104
Victoria	392	—23
Total	56,030	+33

Canco Hands Over To New Subsidiary

Manufacturing and sales activities in Canada of American Can Company have been taken over by a new subsidiary, American Can Company of Canada Ltd.

The new company now operates Canco's five can plants, three sales offices and one machine shop in Canada with a staff of 3,000.

The new officers are: William C. Stolk, president of parent and subsidiary; G. H. McVean, operating vice-president; T. E. Alwyn, a vice-president of both subsidiary and parent; Robert B. F. Barr, secretary; W. G. Cowing, comptroller and assistant treasurer; B. C. Blasdale, treasurer and assistant secretary; J. R. Henry, assistant secretary.



R. W. RICHARDS

Vice-president of Goodyear Tire & Rubber Co. of Canada is 1955 general chairman for Ontario of the St. John Ambulance Fund.

Train Pipeline Welders Scheme

From Our Own Correspondent

WINNIPEG — Western Canada this year is making its most serious attempt to meet the shortage of Canadian pipeline welders.

In the past, specialized welding on the West's network of oil and gas pipelines has been done mostly by Americans.

There have been complaints from local officials and citizens. Construction companies have explained Canada doesn't have the type of welders needed.

The last few years have seen the opening of a few courses to meet this lack. This year, there will be more welding courses than ever.

Latest move: The Manitoba and Federal Governments have agreed on a joint training plan for pipeline welders. Four-month courses will be given at Manitoba Technical Institute. The two governments will split the cost equally.

Other western provinces are working on similar courses financed on the same basis.

The decision to give federal-provincial courses follows last July's request from Pipeline Contractors' Association to Ottawa for initiation of a plan to turn out Canadian pipeline welders.

If all four western provinces join the scheme, they may be able to turn out between 75 and 100 qualified welders by early May. Contractors say there will be no trouble employing all.

Basic pay for pipeline welding —which requires perfection—is close to $3 hourly.

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- Beverages
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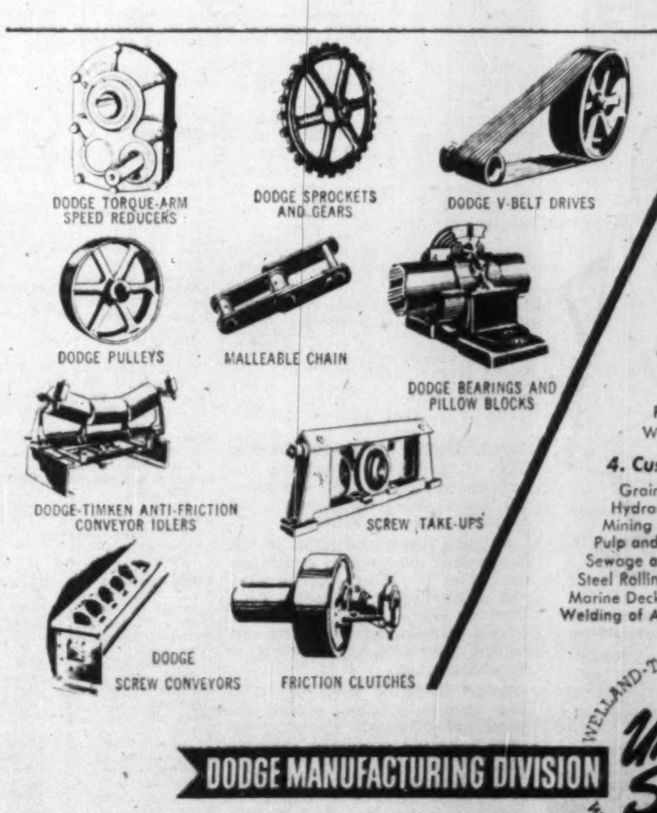

DODGE TORQUE-ARM SPEED REDUCERS
DODGE SPROCKETS AND GEARS
DODGE V-BELT DRIVES
DODGE PULLEYS
MALLEABLE CHAIN
DODGE BEARINGS AND PILLOW BLOCKS
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SCREW TAKE-UPS
DODGE SCREW CONVEYORS
FRICTION CLUTCHES

Write for Complete Information on any of the following:

1. **Power Transmission Equipment**
   - Bearings and Pillow Blocks
   - Chain Drivers — Roller and Silent
   - Clutches
   - Speed Reducers
   - V-Belt Drives
2. **Materials Handling Equipment**
   - Belt Conveyors (and Idlers)
   - Casters
   - Coal and Ore Bridges
   - Hydraulic Lifters
   - Screw Conveyors
   - Bucket Elevators
3. **Construction Equipment**
   - Concrete Batching Plants
   - Concrete Mixers
   - Plaster and Mortar Mixers
   - Winches and Hoists
4. **Custom-Made Mechanical Equipment**
   - Grain Elevator & Mill Equipment
   - Hydraulic Presses and Bending Rolls
   - Mining Equipment
   - Pulp and Paper Equipment
   - Sewage and Sanitation Equipment
   - Steel Rolling Mill Equipment
   - Marine Deck Equipment — Davits, etc.
   - Welding of Aluminum Alloys

DODGE MANUFACTURING DIVISION

WELLAND · TORONTO · MONTREAL

United Steel CORPORATION LIMITED

WINNIPEG · KIRKLAND LAKE

ANNOUNCEMENT

Mr. Joseph H. Hirshhorn, one of the leading figures in Canadian mining finance and development, has been elected a Director of Pioneer Gold Mines of B.C. Ltd. American born, Mr. Hirshhorn entered Canadian mining in 1931, and has pioneered a number of important uranium developments.

He is a director of Algom Uranium Mines Limited, Pronto Uranium Mines Limited, Peach Uranium & Metal Mining Ltd., Preston East Dome Gold Mines Limited, British Columbia Oil Lands, Rio Prado Consolidated Oils Limited, Prairie Oil Royalties Limited, Pacific Northwest Oil & Gas Corporation and Oceanic Iron Ore of Canada Limited.

Opening Weeks Show Jan. Sales May Set Record

January sales this year look to be well on the way to setting new records. The first two weeks saw stores everywhere in the country packed with bargain-seeking customers.

Many retailers had watched the heavy pre-Christmas buying and decided January must bring a reduction. The money, they reasoned, simply wasn't available.

The real result was expected by nobody. One advertising executive of a leading department store chain had this to say. "Every sales campaign we decided on for this year has produced better results than we had in 1954.

"We are delighted with sales so far. We can't tell for a while yet just how much up they are in actual sales results but I can say that it will be an improvement in nearly every field."

All the usual cut-rate bargains were available and all were selling well. Both men's and women's clothing sales were crowded. Even the annual fur sales—essentially a luxury trade hit hard by any shrinking of the family budgets—could report good sales "even if not exceptional."

A Toronto store executive summed up the early sales results for The Post. "I don't honestly know where all the money is coming from but people just seem to go on buying. We are delighted with our sales so far. I only hope the trend keeps up for the rest of the year."

And except for a few isolated cases, retailers across the country were in complete agreement with him. In the stores 1955 had got off to a flying start.

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122 ADELAIDE ST. W., TORONTO

T. S. HODGINS

has been elected director, Reichhold Chemicals (Canada) Ltd.; is a vice-president and manager, Western Division, Port Moody, B.C.

Cdn. Petrofina Doubles Stock

MONTREAL (Staff) — Shareholders of Canadian Petrofina Ltd. at a special meeting last week approved doubling of the company's capitalization and an increase in the board of directors from 14 to 17.

The plan provides that preferred stock capitalization be increased to eight million shares, common stock doubled to 20 million shares.

It's understood that the formal offer of exchange to shareholders of Calvan Consolidated Oil & Gas Co. will be mailed shortly. Basis of exchange is six preferred shares of Canadian Petrofina $10 par for 17 shares of Calvan, contingent on at least 51% acceptance by Calvan shareholders.

Private Industry May Build, Run Own Atom Plants

Private industry, aided by the Federal Government, will have the chance to develop Canada's first atomic energy electric power plants.

Hon. C. D. Howe told the Commons last week that Atomic Energy of Canada, our atom research agency, has already called on private and publicly owned utilities to submit proposals for an experimental power plant.

Mr. Howe said that a proposed Canadian general development program would be similar to a program announced by the U. S. Atomic Energy Commission.

Under the U. S. program, private firms will contract with the AEC to build, own and operate atom power plants using atomic fuels sold to them by the AEC.

The AEC also set up a "fair price" schedule it will pay for plutonium and uranium-233, by-products of atomic power plants. This move allows would-be plant builders' to study cost analyses, assessing the profit potential.

In Canada, engineers of Ontario Hydro and other utilities have been studying atomic power methods with Atomic Energy of Canada at Chalk River, Ont. They have made good headway, it seems.

Said David A. Keyes, scientific adviser to AE of C: "Consideration is being given to construction of a prototype nuclear reactor, in which steam will be produced by nuclear fission for its operation."

Six or eight utilities have been asked by AE of C to submit their proposals. The conditions would call for joint development of the reactor by AE of C and one selected utility or company.

HOW TO CUT COSTS WITH PLASTICS

28.8% WAS SAVED BY INSTALLING G-E POLYETHYLENE PIPE

Here are the comparative figures on installing G-E Polyethylene Pipe as against ordinary galvanized piping:

	Galvanized Pipe	G-E Plastic Pipe
1320 ft. 1¼" pipe	$491.30	$464.64
*Fittings	127.50	9.00
Labour	49.00	1.50
	$667.80	$475.14

*The plastic installation required only 6 fittings; 85 fittings would have been necessary with galvanized pipe.

G-E Plastic Pipe has many other advantages. It's lightweight—1/7th that of steel. It's flexible—comes in continuous lengths up to 400 feet. Plastic pipe is rust-proof, non-corrosive, non-toxic and durable . . . will not burst on freezing. A knife and screwdriver are the only installation tools necessary.

In practically every branch of Canadian industry plastics have established similar savings and product improvements. Our Plastics Advisory Service working with your engineering staff, may save you money, too. Contact G-E Plastics Advisory Service, Canadian General Electric Co. Ltd., Cobourg, Ont.

CUSTOM MOULDED PLASTICS

451S-854

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Advertisement

I WAS GOING BROKE ON $9000 A YEAR

So I Sent $6 to The Wall Street Journal

High prices and taxes were getting me down. I had to have more money or reduce my standard of living. Like Alice in Wonderland, I had to run faster to stay in the same place.

So I sent $6 for a Trial Subscription to The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for increasing my income and cutting expenses. I got the money I needed. Now I'm slowly forging ahead. Believe me, reading The Journal every day is a wonderful get-ahead plan.

This experience is typical. Each day The Wall Street Journal tells you about far-reaching changes taking place in America. New inventions. New industries. New ways of doing business. New opportunities to earn money. The Journal gives you quick warning of any new trend that may affect your pocketbook. The Journal is a wonderful aid to salaried men making $7,000 to $20,000. It is valuable to the owner of a small business. It can be of priceless benefit to young men who want to win advancement.

The Wall Street Journal is the complete business DAILY, has largest staff of writers on business and finance. The only business paper served by all four big press associations. It costs $20 a year, but you can get a Trial Subscription for three months for $6. Just tear out this ad and attach check for $6 and mail. Or tell us to bill you.

CFP-1-22

Address: The Wall Street Journal, 44 Broad St., New York 4, N.Y.

Appliance Dealers Face A Buyers' Market In 1955

MONTREAL (Staff)—"A study of economics leaves no doubt that 1955 should be a good appliance sales year," Canadian General Electric Vice-President J. H. Smith told an audience of appliance dealers in Montreal.

Basing his prediction on expected stable employment, good rate of housing construction and high savings, he emphasized that dealers will be facing a buyers' market.

"We are in an economic period when strong business in all lines will be separated from the weak," he said. Total retail bankruptcies in 1954 were approximately 50% higher than in 1953. To survive and grow, we must understand what is happening in the market place and gear our own operations accordingly."

Reminding dealers that the manufacturer - distributor - dealer chain was weakened by the short supply years following World War II, he said: "In order to modernize our facilities to be ready for today's challenge, our company has spent millions of dollars in new tooling, new manufacturing and new distributing facilities."

On dealer margins, he stated: "They have been too great in post-war years to be justified by the type of selling characteristics of this period."

Sask. March On Ottawa Now Farmers' Last Resort

From Our Own Correspondent

REGINA — The Saskatchewan Farmers' Union's "march on Ottawa" to demand parity prices has been stalled for the present.

The expedition is now classed a a "last resort" by SFU President Fred Woloshyn. The farmers will only march—via automobiles or railway Pullman cars—if Federal Government gives a blanket refusal to farm union demands.

Biggest setback to the Ottawa march was refusal of Alberta Farmers' Union to join.

Now the program reads like this:

—SFU will present its parity price demands to the Federal Cabinet.

—If there's no action—and SFU expects none—the farmers' union will seek a meeting with western M.P.s to try indirect pressure on the Government.

—Yet undisclosed methods of putting pressure on Ottawa will be tried.

If the SFU goes through all this without success, it hopes the Alberta Union will reconsider its stand and join the Ottawa march.

Mr. Woloshyn says he expects a full-blown national farmers' union within two years. Both Jake Schulz, former Manitoba Farmers' Union president, and J. L. Phelps, former SFU president, will be organizing the proposed national farm union (The Post, Dec. 25).

First steps are the formation of provincial farm unions in British Columbia and Nova Scotia.

Success in these provinces would make a national farm union almost a certainty.

Wheeler Airlines May Get U.S. Okay On Pioneer Route

MONTREAL (Staff) — Operations of one of Canada's aircraft pioneers were being placed on a more permanent basis this week by the U. S. Civil Aeronautics Board.

The U. S. body has recommended that Wheeler Airlines, St. Jovite, Que. be granted a permit for charter flights based at St. Jovite and Clova, Que., to and from the northeastern United States. Wheeler has pioneered this route for U. S. and Canadian sportsmen and prospectors, but the new license will put the service on a more profitable level.

It's expected flights will be largely used by sportsmen flying into the remote area "on a casual, occasional" basis. Under the new agreement, which needs only President Eisenhower's signature to become effective, aircraft on the route will be limited to a take-off weight of 12,500 lb. or less.

Wheeler operates full maintenance facilities at St. Jovite to service its fleet of 16 aircraft. It operates one scheduled flight between Dorval Airport and St. Jovite.

Operations Stepped Up

During 1954, range of company activities was considerably expanded by stepped-up operations of the Canso PBY flying boat and charter work by the fleet of Norsemen and Beavers. Flying was concentrated in the Hudson Bay, Ungava Bay and Lower St. Lawrence regions.

As prime contractor for the Budworm spray projects over the New Brunswick and Gaspé spruce forests for several years, Wheeler has built up a sound aerial spraying operation. It will perform in a similar role again in spring. The establishment of a spray fleet has created additional activity within the Wheeler organization, in its agricultural work, and also in pest control for municipal and resort spraying to eliminate blackflies and mosquitoes. The company was established in 1921 by Tom Wheeler, its present president.

"That mailing campaign may be OK to you," moaned the sec-treas. "But you'll be way over the budget when you figure in mailing costs."
"But it has to be in a sealed envelope," emphasized the ad-manager. "I guess we'll have to cut the quantity of the mailing to stay within the budget."
"Hold on a minute," piped up the purchasing agent. "Let's call in BARBY. I'll bet he can show us how to cut the mailing cost!"
BARBY

"Barby" meets budget with Penny-Saver . . .

And BARBY did indeed find the way to meet the budget . . . with the Barber-Ellis SEALED-YET-OPEN envelope that allows postal inspection at the side seam and saves up to three cents per letter on mailing cost. As BARBY always says: Whatever your needs in envelopes . . . whether it's a mailing or a packaging problem, in paper, cellophane or transparent film . . . Barber-Ellis make a size and style for every purpose!

Call or write your nearest Barber-Ellis Sales Office:

HALIFAX • MONTREAL
TORONTO • HAMILTON
BRANTFORD • WINNIPEG
REGINA • CALGARY
EDMONTON • VANCOUVER

ENVELOPES BY BARBER-ELLIS

SALES AND SERVICE COAST TO COAST

Company Report

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

NATIONAL TRUST CO. net profit of $456,063 for 1954, was 7.1% higher than 1953 figure of $425,954.

Estates, trusts and agencies under administration rose to $411.7 millions, a new high. Gross increase was $37 millions, and net increase after allowing for disbursements to or on behalf of beneficiaries and clients was $16.1 millions.

	1954	1953
Liabs. to public*	$48,578,184	$33,601,078
Sharehold. equity	6,788,859	6,722,795
*Secured by:		
Mtges. & sls. agree.	8,848,070	7,354,285
Off. premises	1,199,317	969,047
Liquid assets‡	45,319,656	32,000,541
Total	55,367,043	40,323,873
‡Includes bonds and stocks.		
Estates account	411,693,417	395,619,029
Net profit	456,063	425,954
Earned per share	$1.52	$1.42
Paid	1.10+0.20	1.00+0.20

CANADIAN FOOD PRODUCTS LTD. consolidated net loss for the year ended Oct. 31, 1954, was $119,393. Consolidated net profit in the previous year was $31,399.

As part of the consolidation policy, the assets of the company other than the shares of its subsidiaries were sold to Hunt's Ltd. (Canadian Food Products Sales Ltd.) which is a wholly owned subsidiary. The sale is still subject to the approval of the shareholders.

Retail divisions were profitable and showed progress during the year, but wholesale candy operations were not profitable. Continuing heavy taxation and high raw material costs affected the results of the latter, report Chairman E. W. Bickle and President E. J. Spence.

Consolidation of office and production facilities in Toronto for bakery and restaurant operations was largely completed during the year. Heavy expenses were incurred, but improved efficiency and lower costs have been noticeable in the last two or three months, say the chairman and president.

Land and buildings made surplus by the consolidation are being offered for sale.

CONSOL. INCOME ACCOUNT

Years Ended:	Oct. 31 1954	Oct. 31 1953
Sales	$17,043,734	$15,373,141
Net earnings	274,824	457,572
Less: Deprec.	412,892	392,642
Interest	7,667	11,667
Inc. tax res.	‡45,000	20,000
Loss on disp. f.a.	18,680	1,647
Minority int.	▪22	217
Net profit	▴119,393	31,399
Less: Pref. divds.	56,250	112,500
Deficit for year	175,643	81,101

▴Loss.
▪Profit.
‡Credit.

Note—In 1954, net loss as shown in co's report was $81,276 after crediting $10,000 adjustment on prior years' taxes and $28,117 excess of life insurance proceeds over c.s.u.

Times Interest Earned:		
Before depr.	....	39.22
After depr.	....	5.57
Earnings per Share and Dividend Record:		
4½% pref.	d$4.73	$1.26
Paid	2.25	4.50
Class A	d2.32	d0.81
Paid	....	....
Common	d1.66	d0.91
Paid	....	....

CONDENSED CONS. BALANCE SHEET

As at:	Oct. 31 1954	Oct. 31 1953
Cash	$314,260	$215,866
Accts. rec. etc.†	913,120	955,901
Ins., c.s.v.	28,450	37,406
Inventories	1,109,714	1,108,610
Total curr. assets	2,365,544	2,317,783
Prepaid exps.§	110,182	68,204
Mtge rec.	160,000	......
Misc. assets	47,190	37,374
Invest. subs. co.	......	436,363
Fixed assets*	3,685,150	2,743,965
Goodwill, etc.	982,514	805,231
Total assets	7,350,580	6,408,920
Bank loan	1,119,000	......
Accts., etc., pay.	1,466,436	1,333,955
Taxes pay.	......	63,868
Total curr. liab.	2,585,436	1,397,823
Min. ints.	10,521	18,949
Funded debt	100,000	200,000
Capital stock	4,277,220	4,277,220
Earned surplus	377,403	514,928
*After depr. of	5,008,779	3,592,289
†After reserve.		
§Included in curr. assets in co's report.		
Working capital	▴219,892	919,960

▴Excess of curr. liabs. over curr. assets.

Canada Permanent Builds Record Business

. . . T. D'Arcy Leonard, Q.C., President and General Manager, in presenting the 42nd Annual Report, stated in part:

Board of Directors

President
T. D'ARCY LEONARD, C.B.E., Q.C.

Vice-Presidents
CHARLES S. ROBERTSON
ROY L. WARREN
LEIGH M. McCARTHY

Directors
SAMUEL ROGERS, Q.C.
JOHN A. MacAULAY, Q.C.
H. W. MANNING
HENRY S. GOODERHAM
HON. C. J. BURCHELL, P.C., Q.C., LL.D.
H. M. PATTERSON
J. M. PIGOTT, C.B.E., K.C.S.G.
E. L. MacDONALD
CYRIL F. H. CARSON, Q.C.
L. G. GILLETT
CLIFFORD SIFTON, D.S.O.
HARRY J. CARMICHAEL, C.M.G.

GROWTH OF BUSINESS

Showing Total Estates and Trusts in our Care

1934	$ 35,116,331
1939	49,061,619
1944	67,768,245
1949	78,343,464
1954	112,142,821

"During the year 1954, your Company continued its steady rate of progress. The increase in the net profits after taxes was the largest in any year since the Company's incorporation. At $161,983, these profits were $16,670 larger than the 1953 figure, and are the highest on record in our history. The assets under administration increased by $4,939,000 and now amount to $112,142,821 . . .

Canada is a Favoured Land

"A striking change in recent years is the development of business with clients in the United Kingdom, the United States and many other countries. Canada is a favoured land, and investment money is coming into it for safety and future profit. The policy of this Company is to encourage this inflow and to afford our facilities to people and companies throughout the world seeking an institution to safeguard and service their Canadian investments . . .

"A year ago we announced the commencement of a General Trust Fund, confined to investments authorized by the Trustee Act of the Province of Ontario. This fund has proved successful enough to warrant our inaugurating a second fund that will have power to invest in the broader class of securities authorized for Canadian life insurance companies. We believe that we are the first trust company in Canada to make available this type of Common Trust Fund to its estates . . .

Canada Permanent Mortgage Corporation Centennial

"We are happy to join this year in celebrating the centennial of our parent company, the Canada Permanent Mortgage Corporation. It has borne an honoured name throughout one hundred years and grown in strength and stature with our country. As part of the Canada Permanent organization we are proud of its history, of its reputation for integrity and for fair dealing and we believe that its achievements of the past forecast an even brighter future in the years ahead."

Copy of the President's Address and Financial Statement of the Company will gladly be sent on request.

THE CANADA PERMANENT TRUST COMPANY

Head Office: CANADA PERMANENT BUILDING, 320 BAY STREET, TORONTO
Branch Offices: Toronto Woodstock Brantford Hamilton Port Hope Montreal
Saint John Halifax Winnipeg Regina Edmonton Vancouver Victoria

The Crisis Ahead in Our Universities

Lack Money, Staff As Tidal Wave Enrolment Approaches

Canadian universities, already hard pressed to make ends meet, face new problems in the next few years as the baby boom of early in the Second World War reaches student age. More room and bigger staffs will be needed. Where will the money come from? Dr. Sidney Smith, president of the University of Toronto, called it "a crisis" before the Canadian Club in Toronto recently. Here is a digest of his address.

By DR. SIDNEY SMITH

In the advertising folders printed for visitors who come to Toronto, the University of Toronto is listed as one of the tourist attractions, along with Casa Loma, the Canadian National Exhibition, Canada's first subway, and others. That is one way of looking at the University.

Another is to realize that the University is an employer of some 3,500 persons, has an operating budget in excess of $18 millions a year. It is one of the large organizations in the city.

If we add to the 10,000 regular full-time students, the 12,000 who take non-credit courses under the Department of Extension and the 7,000 who take music lessons in the Royal Conservatory of Music, there are 30,000 people served by the University of Toronto.

Since 1947 the University has spent over $21 millions in construction. The buildings were not an extravagance indulged in for the vainglory of the Board of Governors. They were essential for the health of the institution. A first-rate staff cannot be attracted and retained unless they are given the tools for their job.

It is one thing to have plans for buildings, and another to have money to build. The University needs funds for capital expenditures as well as for current operations.

It is one thing to have good men and women on the staff; it is another to keep them, and to fill their places when they retire. We lose excellent people every year to government, industry, and research centres outside the University, because in many instances those organizations can offer twice or three times the salaries that we can afford to pay.

Then again, able young graduates, particularly in the sciences, are frequently persuaded to take lucrative positions instead of completing the work for a higher degree that is necessary before entering an academic career. This situation is acute in the University of Toronto, although we have the highest salary scale of any Canadian university.

The other universities are finding it even harder to recruit good staff. There will be serious consequences for the future if steps are not taken now to give the universities a fighting chance to compete for the best brains.

More Jobs Than People

You may think I am crossing bridges and counting chickens prematurely. You may say the present employment conditions are exceptional and will not last, that in a few years the bright young men will be clamoring for academic posts. I am not so sure. Some of us thought along those lines just after the war, but it has become harder to fill the junior ranks.

I have seen a forecast of the need for university-trained persons in all professions. I know that such forecasts are guesswork, at best; this one was worked out with great care, and the explanations seemed plausible. It predicted that in every year between 1958 and 1965, there will be from 15,000 to 20,000 more professional openings in Canada than there will be people trained to fill them.

If this estimate has any validity, we may as well abandon any vision of a line-up of Ph.D.s requesting jobs. No—the line-ups will be at the admissions office when the tidal wave of increased enrolment, now nigh submerging the schools, has rolled on to the university gates. We must attract and train men and women now to be ready for that crisis when it arrives, or else we will fail in our duty to the nation's youth.

University courses are still much too expensive for a great many of our population. Equality of opportunity is a fine-sounding phrase; it will not be a fact in our democracy until the universities can enrol able students irrespective of the financial situation of their parents.

What is the answer to the financial plight of Canadian universities? We should not look to governments alone for funds. We need to draw our support from governments, from industries and from individuals, in order to preserve our independence from dictation by any single group. If one group pays the piper, they are inevitably tempted to call the tune.

The universities have asked the income tax authorities to allow individuals and corporations a greater exemption for educational and charitable donations, but we were told that an increase was not justified because so few of them were making use of the present exemption. Yet there is no investment more certain of dividends than an investment in the best of the country's youth, and there is no investment more economically and painstakingly administered. I do assure you that the universities can be trusted not to dissipate funds.

Danger of Plutocracy

An analysis has been made of the operating income of 20 Canadian universities for the financial year ended in 1954. Tuition fees provided 28.7% of the income, on the average; government grants provided 44%, research grants 13%, endowments 6%, gifts 4%, and miscellaneous 4%.

Tuition fees have been raised repeatedly in recent years, and if they are raised still further there is a danger of creating a plutocracy in higher education. We have not been receiving from governments financial support that is worthy to be compared with what universities receive in Great Britain or the United States.

In 1952, for instance, the total revenue of all Canadian universities from all sources was $48 millions; a similar amount was provided for higher education by the legislature of one American state. In one year, $60 millions was spent in Canada on mental institutions—the same year that the universities (which are "mental institutions" in a different sense) received $48 millions from all sources.

Canadians, in one year, spent more on hosiery than they did on universities, twice as much on carbonated beverages, two and a half times as much on refrigerators and vacuum cleaners, nearly three times as much on tobacco. Admittedly the income of universities is higher, in round figures, than it has ever been, but we are just "holding the line" and no more.

We cannot get more support from governments unless the citizens are behind us—that is the essence of democracy. We need a deeper interest, a greater realization of what universities are doing.

Are you really convinced that Canada must have universities and must support them? You may say that a university course is not the only way to heaven. I cordially agree. But can you imagine this country without an adequate supply of university-trained personnel? Railways, airways, subways, telephone and telegraph systems and power plants without engineers? Mines without geologists? Forests without foresters? Agriculture without scientists? Hospitals without doctors or nurses? Schools without teachers? Churches without preachers?

The individual in any profession contributes his own personal qualities to the general good, but it is the university that enables him to develop those qualities, it is the university that trains him to be professionally competent.

Reason For Existence

The university does not exist to enable anyone's son to make good money. There is much truth in the observation that the purpose of education is not to prepare children for their occupations but to prepare them against their occupations.

The university's reason for existence is to be found in the high-falutin' ideas and ideals. They are not measurable in dollars and cents. If every professional school were stripped from the university, it would still be essential to our country and civilization, for it enshrines and inculcates liberal education, that is, education for freedom—freedom under the law, the priceless heritage of Western civilization. No institution stands for that more firmly than does the university, and I do not even except the church.

Every citizen who is not indifferent to the welfare of his country should be deeply concerned about the welfare of its universities—the bastions of freedom.

The case for the universities does not rest esentially on their attractiveness to tourists, or the business they bring to their communities, or the picturesqueness of their campuses, or the efficiency of their administration, or the competence of their professional training, or the usefulness of their research.

The case rests primarily on their development of the brains to visualize, and the backbone to create, a better Canada and a finer world.

Company Report

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

VANCOUVER MACHINERY DEPOT LTD. consolidated net profit for the year ended Sept. 30, 1954, amounted to $17,846, 83% less than consolidated net for the previous fiscal year of $105,023.

Affairs of the company have been administered by a management committee of the directors since the death of the president, George W. Sweny, in April last year, reports Donald B. Grant, executive vice-president and a member of the committee.

Consolidation of company's two plants was largely completed during the year, the machine, fitting and fabricating shops formerly in Plant II being moved to Plant I.

The steel storage yard was completed and will shortly be in full operation. The foundry remains at the old site for the moment, as it was not feasible to consolidate this part. More efficient and flexible operation and lower production costs are looked for as a result of the physical changes, states Mr. Grant. The greater part of the cost of the consolidation was financed by the use of the proceeds of insurance claims arising out of the fire at Plant II in 1953.

Wilkinson & McClean Ltd. and associated companies in Alberta had a satisfactory year, reports Mr. Grant. Share of the profits in these companies since their acquisition amounts to approximately $360,000. Operations are not included in the consolidated accounts.

The auditors note that net book values of fixed assets have been adjusted so as to recognize the estimated non-taxable gain element of insurance proceeds previously carried forward as accumulated depreciation. This adjustment resulted in a transfer to earned surplus of $156,659.

The auditors also note that the company's claim for loss under its use and occupancy insurance has been settled and is included in the profit for the year. The claim amounted to $89,000.

Shortly before the death of the president, the company acquired two companies in Eastern Canada by litigation, but in view of the altered circumstances, the directors decided to dispose of them. The cost, including litigation, was charged to earned surplus.

Company's backlog of work is substantially lower than in previous years, due to a slackening of demand caused by the completion of certain major capital developments, coupled with the fact that many further expansions are still in the engineering stage. However, says the president, company's shops and offices are in a better position than ever to compete, and company is confident that volume will increase shortly.

CONS. INCOME ACCOUNT

Years Ended Sept. 30:	1954	1953
Net sales	$5,723,556	$5,596,724
Net earnings	159,287	315,384
Less: Deprec.	125,539	95,612
Interest	11,402	13,249
Income taxes	4,500	101,500
Net profit	17,846	105,023
Less: Pref. divds.	22,000	22,000
Com. divds.	12,000	24,000
Surplus for year	•16,154	59,023

•Loss or deficit.

Earnings per Share and Dividend Record:

Class A	$0.45	$2.63
Paid	0.55	0.55
Common	d0.10	2.08
Paid	0.30	0.60

CONDENSED CONS. BALANCE SHEET

As at Sept. 30:	1954	1953
Cash	$10,180	$25,914
Accts., etc., rec.	1,271,312	1,240,263
Inventories	1,836,480	2,202,265
Total curr. assets	3,117,972	3,468,442
Prep. exp §	16,024	11,740
Misc. assets	45,210	179,157
Invest in subsid.	300,000	300,000
Fixed assets*	848,061	858,107
Total assets	4,327,267	4,517,446
Bank advances	1,270,000	1,493,000
Accts., tax., notes, etc., pay.	588,194	630,619
Total curr. liabs.	1,858,194	2,120,619
Funded debt	232,000	264,000
Capital stock	700,200	700,200
Earned surplus	1,536,873	1,432,627
*After repr. of	1,918,570	1,940,664
§Incl. in curr. assets in co's report.		
Working capital	1,259,778	1,347,823

Combines Paper Destroyed; Fine Toronto Executive

Destruction of an envelope containing background information on a combines investigation cost a Toronto businessman $1,750 and costs this week, with an alternative of six months in jail.

The fine was assessed on Arthur S. McCordick, executive vice-president of Maloney Electric Co. of Canada. He had pleaded guilty to impeding an inquiry under the Combines Investigation Act by having certain information destroyed.

Court was told that a combines officer had left the envelope on a desk in an office. It presumably was burned.

WINTERIZE WITH FLAXOCO

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ANNOUNCEMENT

ARTHUR A. ALLAN, JR.

has been appointed Sales Manager of Bakelite Company, Division of Union Carbide Canada Limited, it was announced today by Perry Wilson, President of Bakelite Company.

Mr. Allan graduated in 1945 from the University of Toronto with a degree in Chemical Engineering.

He joined the Bakelite Company in September, 1945, as a member of the Manufacturing Staff, and for three years prior to entering the Sales Division was in charge of the Phenolic Moulding Material Department.

Mr. Allan is a member of the Society of Plastics Engineers and the Society of the Plastics Industry.

He will be located at 1 University Avenue, Toronto, which in the future will be Headquarters for all Bakelite sales.

Do You Own...

STOCK PURCHASE WARRANTS
OF
CANADIAN OIL COMPANIES, LIMITED?

If so, it is important for you to remember that the opportunity to use your Warrants for the purchase of an equal number of Common Shares of the company at $14 per share *expires March 31 next.*

Canadian Oil Common Shares are currently quoted at about $18 per share.

Holders who exercise their Warrants at $14 per share *immediately* will qualify for the February quarterly dividend payable February 15 to shareholders of record January 31.

We recommend that you exercise your Warrants without delay and invite you to make use of our facilities. A telephone call, letter or visit to any of our offices will receive prompt attention.

An analysis of Canadian Oil Companies, Limited will be sent upon request.

NESBITT, THOMSON
AND COMPANY, LIMITED
38 King St. W., TORONTO. Phone EMpire 4-6146
MONTREAL QUEBEC TORONTO OTTAWA HAMILTON LONDON, ONT. KITCHENER
WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE
VANCOUVER VICTORIA SAINT JOHN FREDERICTON MONCTON NEW YORK
704A

In 1954

The Financial Post

carried more advertising than any other weekly publication in Canada:

2,720,418

lines of advertising from more than 3,000 firms and individuals

Here, too, is how The Financial Post ranks in advertising volume with some of the leading publications on the continent:

	1953	1954	Gain or Loss	
Life	2,887,970	2,841,758	46,212	down
THE FINANCIAL POST	2,505,018	2,720,418	215,400	up
Saturday Evening Post	2,845,510	2,506,484	339,026	down
Business Week	2,415,560	2,294,950	120,610	down
N.Y. Times Magazine	1,815,618	1,931,092	115,474	up
New Yorker	1,701,264	1,794,063	92,799	up
Time U.S.	1,494,668	1,372,303	122,365	down
Newsweek	1,240,199	1,182,979	57,220	down
Time Canadian*	903,770	910,140	6,370	up
The Financial Times	577,579	615,936	38,357	up
Saturday Night**	608,138	422,621	185,517	down
Canadian Business**	344,085	353,460	9,375	up
Monetary Times**	291,456	283,710	7,746	down

Although the foregoing vary in page size, linage figures provide a gain-or-loss picture for each publication.

Figures on United States Periodicals: Printers' Ink, January 14, 1955
*Four issues in September
**Monthly
Note: Saturday Night reduced its page size in 1954

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The Financial Post
Canada's foremost business newspaper
481 UNIVERSITY AVENUE, TORONTO 2
1242 PEEL STREET, MONTREAL 2

THE WEEK'S QUOTATIONS

Quotations here listed are the official exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

Montreal and Toronto Winnipeg, Calgary and Vancouver

WEEK ENDING JANUARY 14, 1955

Range 1955 High	Low	Div. R'te $	Y'ld Jan14 %	Company	Sales	Last Jan. 7	Week end. Jan. 14, 1955 H	L	Close
27¼	16½	‡.30	...	Abitibi	43176	26½	26¾	26¼	26½
28½	25	1.12½	4.2	Do. 4½% pref.	3090	25¾	26¼	25¾	26¼
9	6	.50	5.8	Acadia Atlan.	1725	8½	8¾	8½	8¾
106½	100	5.00	4.8	Do. 5% pref.	10	105½	105½	105½	105½
23	17	1.20	5.3	Do. (A)	800	22½	22½	22	22½
8½	7	.40	5.9	Agnew Surp.	1470	7½	8	7¾	8
10	9	.55	5.8	Do. pref.	5	9½	9½	9½	9½
2.25	1.25			Albt. Dist.	2640	1.80	1.90	1.75	1.85
2.20	1.35		...	Do. V.T.	3000	1.60	1.75	1.65	1.75
53¾	39½		...	Algoma Steel	7965	51	53¾	50	51½
26¾	23	1.00	3.8	Alum of Can p.	243	26½	26½	26	26½
108	104	5.25	4.9	Do. 2nd pfd.	805	107	107	106½	106½
76¼	46	▲2.00	..	Aluminium	13663	70½	73¼	70½	71¾
2.79	2.40		...	Do. Rts.	661450	2.45	2.79	2.50	2.57
9	6	▲.40	...	Andian Nat.	800	8½	8	8	8
39	25	2.00	5.3	Ang. Cdn. Pulp	1140	37½	38½	37½	38
55	48½	2.80	5.3	Do. pref.	475	53½	53½	53	53½
48	39	2.25	4.7	Ang. Can. Tel. p	26	48	48	47¾	47¾
11½	7½	.60	5.6	Ang. Nfld.	10070	10¾	11	10½	10¾
22½	20½	1.20	5.4	Anthes Imp.	505	21¾	22½	21¾	22½
2.60	.75		...	Arcan Corp.	2975	.95	1.25	.85	1.00
23½	12½	‡.20	...	Argus	4505	22½	22¾	22½	22¾
116	82½	4.50	4.0	Do. 4½% pref.	425	110	112	110	111½
36½	24¾	1.00+*.25		Asbestos	7827	33¾	36½	34	36
19	14½	‡.12½	..	Ashdown Hd B.	525	14½	14½	14½	14½
16½	10½	•	...	Atlas Steels	3295	14	14½	14	14½
10	8	.60+*.10		Auto Electric	200	9¾	9¾	9¾	9¾
4½	3½	•	...	Auto Fabric A	50	4½	4½	4½	4½
37½	27½	1.00+*.20		Bk. Can. Nat.	1215	37½	37½	37	37½
48¼	35¾	1.20+*.20		Bk. Montreal	4651	44¾	44¾	44	44¾
54¾	42	1.60+‡.20		Bk. N. Scotia	2050	53¾	53¾	53	53¾
59	41½	‡.43½+*.60		Bk. Toronto	450	57½	59	57½	58
60	40¾	3.00	5.0	Bathurst Pr. A	1423	58½	60	58½	60
42	17½	‡.75	...	Do. B	512	39	40	39	39
7¾	6½	.40	5.3	Beatty Bros.	775	7½	7¾	7½	7½
22	19½	1.00	4.5	Beaver Lumber A	75	21½	22	22	22
14	10	.70	6.4	Belding Cort. pf.	400	11	11	11	11
47	39¾	2.00	4.4	Bell Telephone	24241	45¼	46½	45½	45¾
44½	34	2.50	5.9	Blue Ribbon, pf.	5	35	42½	42½	42½
8	7½	♦♦.12½	..	Brant. Cord. B	500	8	8	8	8
9¾	6½	‡.03+stk.		Brazilian Tr.	32701	8½	8½	7¾	7¾
50	46½	2.90	6.0	Bridge & Tank p	60	47¾	48½	48	48½

Range 1955 High	Low	Div. R'te $	Y'ld Jan14 %	Company	Sales	Last Jan. 7	Week end. Jan. 14, 1955 H	L	Close
9	7½	‡.15	...	Harding Carpet	875	8½	8½	8	8½
10½	8	.50	4.9	Hartz, J. F. A	200	9¾	10½	10½	10½
38½	33	1.50	4.4	Hayes Steel	25	35	34	34	34
6	4		...	Hees, Geo. H	110	5	4½	4½	4½
61½	28½	1.40	2.5	Hinde & Dauch	341	55¾	56½	55	55
31	19	1.00	3.3	H. Smith Pap.	7712	30	30½	30	30
52½	44½	2.00	3.9	Do. pref.	395	51½	51	50½	51
1	1		...	Hubbard Felt	50	1	1	1	1
160	123½	6%	1.5	Huron & E. Mt.	15	155	160	160	160
7	4	*.30	...	Hydro Electric	35	6½	7	7	7
50½	36¾	1.20+*.30		Imperial Bk.	880	50½	46½	45	46½
14	13½		...	Do. Warr.	711	..	14	13½	14
80	43	1.50	2.1	Imperial Life	250	70	72	71	72
40	28	.90	2.3	Imperial Oil	19444	38½	39½	38½	38½
11½	9¼	.40+*.07½		Imperial Tob.	11714	11	11	10¾	10¾
25¾	23½	1.00	3.9	Do. 4% pref.	2205	25.35	25.37½	25	25.35
7½	6	6%	3.9	Do. 6% pref.	1450	7½	7½	7½	7½
55½	34½	2.50	4.9	Indust. Accept.	12236	51½	.52	49	51
105¾	94½	5.00	4.8	Do. 5% $100 p.	7	105	105½	105½	105½
54	34½	1.50	3.0	Do. 5% $1.50 p.	150	51½	50¾	50	50½
54¼	39	2.00	3.9	Do. 5% p $40 p	1377	51½	51½	49	50¾
9	8	.50	6.3	Ingersoll M. & T.	100	8	8	8	8
12½	7	‡.40	...	Inglis, John	11518	11½	11½	10½	11
3.60	2.95		...	Inland Nat. Gas	13225	3.50	3.60	3.45	3.55
5.05	4.10	.24	4.8	Interior Brew B	100	5.05	5.00	5.00	5.00
38	29½	1.60+*.40		Int. Metal Ind. A	435	33½	34	33	34
57½	34½	▲2.00+*.90		Inter. Nickel	24400	56	57	56	56¾
136	128	▲7%	..	Do. pref.	125	134¾	135½	135	135
6½	6	▲7%	..	Do. $5 pref.	2	6½	6	6	6
13½	9	‡.25	...	Inter. Paints A	10	12	12	12	12
26	24	1.20+‡▲▲.25		Do. pref.	37	24	25	25	25
85	54	▲3.00*■		Int. Paper	1400	81	82½	80	80½
29	18¾	▲1.00	..	Int. Pete.	6460	27½	23	26½	26½
137	78	2.40	1.8	Int. Power	110	135	135	132	132
37½	28½	▲1.40		Int. Util.	758	36½	37½	36	..
37	30½	▲1.80	..	Do. pref.	106	36	36½	36	36¾
16	12	.80+*.25		Interp. Bld. C.	525	14½	13½	12	12½
31¾	20½	*.45	..	Interp. Pipe	11494	29	29¾	28	28
14	5½		...	Interp Util.	1150	13½	13½	13½	13½
33½	25½	1.50	4.5	Inv. Foundation	100	33	33½	33½	33½
54½	52	3.00	5.5	Do. pref.	5	53	54½	54½	54½
17½	15	1.00	5.9	Jam. Pub. Ser.	250	16	17	17	17
105	100	7.00	6.7	Do. pref.	10	105	104	104	104

STOCKS NOT TRADED THIS WEEK

	Div. Rate $	Last sale	Jan. 14 Bid	Ask
Admiral Corp.	▲1.00	20	27¾	28
Amer. Cyanamid	▲2.00	46	49¾	50
Ang. Can. Oil B	..	12½	12	..
Ashdown Hdw. A	.60	12½	12½	..
Assoc. T. & T. A	▲4.00+*2.00	97½	..	..
Auto Electric A	.50	9½	9½	9¾
Auto Fabric B	•	1.50	1.00	1.40
Barcalona	..	7½	7	8½
Bates & Innes A	1.00	10	..	15
Beaver Lum. ‡2.00+*.50		90	85	90
Do. pf.	1.40	30	20½	..
Belding Cort. *.55+‡.10		10	9	10
Belgium Stores	•	6	5	7¾
Do. pf.	1.00	11½	11	14
Bickle-Seag.	..	.10	.50	1.00
Biltmore Hats	.40	6	6½	8
Do. A	1.00	13½	13½	13¾
Bird Constr. 2.00+*.50		38	38	..
Blue Ribbon	..	9½	10	13
Bowes Co. Ltd.	..	12½	12	..
Brant. Cord. A	1.00	13	17½	17½
Brazilian Tr. pf.	6.00	96	93½	100
Bright, T. G.	..	10¾	11	..
Do. 5% pf.	1.15	20	20½	22¾
B. C. Turf	..	.83	..	.85
Burnett Ltd.	..	3.75	..	3.25
Butterfly Hos.	•	5.00	4.50	5.00
Caldwell Linen	.80	13	..	..
Do. 1st pf.	1.50	20	..	20
Do. 2nd pf.	.80	12	12½	13
Canada Floor B	‡.20	15½	15	17
Can. Foils A *.60‡▲▲.02		16½	14½	16½
Can. Forg. B	..	1.00	.55	1.25
Can. West Cord A	..	10	10	..
Can. W. Cable A	4.00	150	130	160
Canadian Arena	1.00	75	70	..
Cdn. Bakeries	•	8½	8	10
Cdn. Bronze pf.	5.00	106	105¾	..
Cdn. Convert. A	..	3	3	5
Do. B	..	4	4	..
Cdn. Fairb.	1.00	22½	22	22½
Do. pf.	6.00	126	125	..
Cdn. G. Sec. A	*16.00	152	141½	..
Do. B	‡10.00	112	141½	..
Cdn. Ice Mach.	*.10	4¾	4¾	5
Do. A	.80	11	11	12
Cdn. Int. I. Tr. pf.	5.00	92	93	100
Cdn. Oil 4% pf.	4.00	93¾	84½	..
Cdn. Tire pfd.	1.00	21	21	..
Cdn. Wallpaper A	*.25	11¾	12½	13
J. B. Carter A	.60	11.25	10.50	..
Casmont pfd.	7.00	168	..	..
Celtic Knit	1.00	10	10	..
Cent. Can. In. .40+*.10		13½	16½	..
Do. pf.	5.00	101	100½	..
Cent. Nor. Air. A	*.25	4.75	3.75	5.00
Do. B	..	4.00	..	..
Chart. Trust 1.20+*.05		46	44	..
Chatco Steel pfd.	.50	6½	6¾	7
Cinzano A	4½d	.30	.50	..
Do. 5½% pf.	5½%	1.75	.77	..
Circle Bar Knit	..	4.75	..	4.25
Do. A	•	6	5	6
Claude Neon A	..	3.65	3.60	4.00
Do. pf.	..	59½	57½	63
Cochrane-Dun.	..	16	15	18½
Do. A	stk.	17½	17½	18
Coll. Ter. ‡.50+.50		12¾	12½	..
Do. pf. ‡.50+.50		13¾	12½	..
Comb. Enter.	*.30	10	10	..
Cons. Fire Ins.	..	4.00	4.00	7.00
Cons. Press B	..	1.50	1.50	2.00
Cont. Can.	*▲2.70	..	73¾	74
Cres. Cr. pf.	..	25	34	..
Crown Trust	5.00	180	180	200
Davis Leather B	..	3	3	3½
Disher Steel	*.50	10	10	12
Do. pf.	1.50	25	25	..
Dom. Ang. Inv. *8.00+6.00		240	265	..
Do. pf. 1.30+*.10		43	101	..
Dom. Fabrics	‡.10	9½	9½	..
Dom. Foundries 4½% pfd.	4.50	103¾	103¾	105
Dom. Glass pf.	.70	17½	17½	..
Dom. Insur. 6.00+*1.00		157	170	..
Dom. Struct. Stl	•	42	..	..
Dom. Textile pf.	7.00	142	144	..
Donnell & Mudge	..	.60	..	.50
Do. A	..	1.50	1.00	1.50
Dow Kingsbeer	■	..	..	..
East Koot. Pr.	..	5.00	3.50	5.00
Do. pf.	..	56	56	60
Economic Inv. 1.00+‡.50		31	31½	32½
Electra Invest	..	1.08	1.00	..
Empire Life	.60	35	32	40
Enam. & Heat	.40	7	7	7½
Estabrooks pf.	1.04	22½	20	23½
Fibre Products	..	3.50	1.65	3.00
Do. pf.	•	6	..	6½
Fisher & Burpe A	.80	14	..	..
Flash Fast. pf.	•	7	7	10
Ford Mot. B *3.00+1.25		100	100	..
Freiman .50+*.50		11	12	..
Do. pf.	4.50	100	92	95
Gen. Discounts	..	10	7	..
Gen. Elec. Co.	▲*1.20	44	..	..
Gen. Products B	‡stk.	46	44	..
Gord Belyea A	•	61	60.50	..
Goulds Pumps pfd.	▲1.00	..	..	..
Grafton & Co. A	1.00	19	17	19
Grand & Toy .60+*.40		23	30½	35
Gt. W. Saddlery	2.00	22	20½	23
Greening Wire .20+*.05		4	4.25	4.50
Growers Wine	..	2.15	..	..
Hahn Brass	1.00	16½	16½	17½
Do. A	.80	15½	13½	15½
Hamilton Cot.	*1.15	15½	12¾	15¾
Hendershot Pap. pf.	5.00	80	80	..
Hillcrest Coll.	..	45	..	..
Holden Mfg. A	.60	6.00	5.00	6.50
Do. B	..	2.75	2.15	3.50
Holt Renfrew	..	52	65	..
Do. 1st pf.	5.00	96½	95½	..
Do. 2nd pf.	..	55	..	..
Horner, F. W. A	.50	10	10	10½
Ho. De La Salle	..	18½	18½	..
Hubbard Felt A pf.	1.50	12	10	..
Hughes Owens A	.80	13½	12½	..
Do. B	‡.10	..	8½	..
Do. pf.	1.60	25½	26½	26½
Huron & E. Mt. 20% pf.	1.28	32	32	32
Imp. Varnish	1.20	23	23½	24
Do. pref.	1.50	30½	30½	..
Indust. Accept. 4¼% pref.	4.25	100½	102	..
Inter-City Bak .80+‡.25		13½	15	20
Inter Bronze	*.10	3.75	3.75	6.00
Do. pref.	1.50	17¾	17¾	18½
Int. Milling, pref.	▲4.00	89	87	91
Int. Metal Ind. pref.	4.50	103	103	104
Int. Pap. pref.	▲4.00	99½	..	..
Inter-State R. A	..	3	5	..
Do. B	..	.50	.25	..
Johns-Man. ▲3.00+*1.25		70	86½	87½
Journal Pub. Ot. .80+‡.20		15	14	..
Lambert, Alf. pf. A	.60	14½	12½	14
Langleys pfd.	..	30	30	35
Latonia	..	18¾	17¾	19
Laur. Accept. B	.60	22	20	..
Lawson & Jones B	..	20½	20	..
Legare, pref.	*2.00	25	25	..
Lewis	.60	8	9	..
Lindsay, C. W.	..	25	22	..
Loew's Theatres 4.00+*1.00		92	97	..
London Can. Inv.	*.18	4.25	4.25	..
London Hose	..	.50	.50	1.00
Do. A	•	3½	3½	4
Mackin Stl. pref.	5.00	98	98	..
Maclaren Pr. 2.00+*.75		69	66	69
MacMillan & Blo. A	.50	28	29½	30
Man. Sask. Cl. A	.40	5	5	5
Manitoba Sugar pref. 6.00+■■3.00		102	102	..
M. L. Gardens 1.00+*.30		22	23½	25
Maple Leaf M. pref.	5.00	102	102	102½
Maule Ind.	..	4.80	4.75	5.00
McBrine Pref.	1.00	10½	11	13
McCabe Grain A	.60	17	17	17½
Do. B	.60	17	..	17½
Melchers	..	4.25	4.25	4.50
Mica of Can.	*.14	2	1.30	2.00
Mid. Pac. Gr.	*1.00■	20	19	22
Mitchell, J. S.	1.25	37	35½	37
Mod. Contain.	1.00	16	16	16½
Monarch Knit	•	7	6	6½
Do. 4½% pref.	•	65	..	70
Mon. Life 40% pd.	12%	155	170	..
Monarch Mtge	2.00	40	29	40
Montreal Refrig. & S.	*2.00	39	39	..
Moore Corp. pref. A	▲7.00	536	520	..
Do. pref. B	▲7.00	648	792	..
Nat. Groc. pref.	1.50	28½	28½	28½
Nat. Hosiery A	.20	6	..	..
Nat. Lead	*▲2.10	32	55½	55¾
Neon Prod of W. C.	*.90	29	..	29
North Can. Mtge.	‡.50	50½	48	..
Office Spec. .40+*.20		11¾	13½	..
Ont. Beauty Sup.	..	25	25	..
Do. pref.	..	5½	..	..
Ont. Steel pref.	7.00	140	133½	..
Pac. Coast Tms. 1.00+*.25		25½	25	26
Pac. Coyle	*.04	1.35	1.25	1.40
Paton Mfg.	.80	8	8	..
Do. pref.	1.40	21	..	..
Paul S. S	.	8	6½	6¾
People's Cr. Jr. pfd.	♦♦*3.25	102¾	102¾	..
Photo Eng.	2.00	40½	42	42
Pitt Plate Glass	▲*2.25	51¾	63¾	63¾
Premier Trust	4.00	80	75	85
Price Bros. pref.	4.00	101½	..	101¾
Que. Tele. A	.75	96	125	..
Quinte Milk A .60+‡▲▲.15		8½	8¾	..
Do. B	‡▲▲.15	3.60	3.65	..
R. & M. Bearings A 1.10+*.10		19	17¾	..
Red Deer Brew.	..	.45	..	..
Do. V. T.	..	.65	..	..
Rivers Mill A	..	8	8	9
Do. B	•	3.00	2.00	3.50
Robertson P. L.	‡.40	13	12½	14
Do. 5% pfd.	5.00	41	41	..
Do. 6% pfd.	1.20	21	21½	22
Robinson Cotton	..	2.00	1.50	4.00
Roy. Oak Dairy A	.60	10½	10½	..
St. Law. Flour pref.	7.00	119	128	..
Scarfe & Co. A	.80	14	14	14¾
Do. B	.40	7¾	6½	..
Scythes & Co.	*1.00	15	14½	14½
Do. pref.	1.25	25	..	..
Sher. Wms. pref.	7.00	155½	155	160
Shirriff's pref.	1.00	20½	20½	20
Silknit	1.00	17	17	24
Do. pref.	2.00	34	35¾	..
Silverwoods B	.60	11¾	11½	12
Simon & Sons	*1.00	19	16	19
Do. pref.	5.00	100	100	..
Slater N. pref.	2.12	45	44¾	49
Somerville pfd.	2.80	51½	51¾	51¾
Sov. Life 25% pd.	7%	70½	70	..
Do. 20% pd.	7%	65	..	..

	Div. Rate $	Last sale	Jan. 14 Bid	Ask
Stand Brands *▲2.00+.15		34½	37¾	38½
Stand. Clay	..	10	10	15
Stanley Brock A	.60	7	7	8½
Sterling Trust 1.40+‡.20		42	42	44
Stovel-Adv. Press pref.	..	3	3½	4
Stowell A pref.	1.50	20	..	19½
Do. B	..	9	..	..
Suez Canal Found.	..	♦201	..	..
Do. Jouissance	..	♦226	153¾	..
Sun Publish. *Stk.+.30		36	36	..
Sup. Pete Com.	.80	19	20	..
Tamblyn 4% pref.	2.00	51	49½	50
Taylor Pearson 5% pref.	.80	10¾	11	..
Third Cdn. G.I.	.26	6	5¾	..
Tip Top Can. A	.50	5	6	8¾
Tooke Bros	..	.75	.65	.85
Do. pref.	..	1.90	1.20	2.05
Tor. Mtge. 5.00+*.25		106	106	114
Tor. Savings	..	14	15	..
Traders Bldg. 1.20+‡.30		28½	26½	..
Traders Fin. B	‡.60	42	40½	42½
Do. B Rights	1.00	16½	18½	..
Do. 4½% Warr	..	43¾	50¾	..
Tuckett Tob. P.	7.00	146	146½	160
Un. Amuse. A .50+*.15		11	10	12
Do. B .50+*.15		9½	8	..
Do. A V. T.	.50	10	9	11½
United Distill	..	13	15	..
Viau Ltd. 2.00+‡1.00		55	56	75
Viceroy B	..	5	5	5½
Waterous Eqp.	♦♦*.25	8	8	8¾
Do. 6% pfd.	2.40	60	57½	..
Watson, Jack	.80	13	..	..
Wellington Fire	*3.50	70	75	..
Wes. Mason pfd.	•	10	..	..
West. Grain	..	.30	..	..
Do. pref.	..	.60	..	..
West. Groc. pref.	1.40	34	32½	34
West. Koot. pref.	7.00	.155	..	175
Westminster Pap. A	.50	20¾	22	22½
White Hard. pfd.	2.80	47½	47	47½
Willson Stat. pref.	5.00	99½	99	..
Wilson, J. C.	•	6	5½	6
Wpg. Winter Club	..	250	..	..
Wood, Alex	..	3.50	3.50	3.75
Wood, G. H. pfd.	5.50	102½	102½	..
Woods Mfg.	*Stk.	27	28	..
Wool Combing	..	3.55	3.60	5.50
York Knit B	..	1	..	1.15

▲U. S. Funds. •Divd. deferred. ■Plus stk. divd. ♦♦Initial. ▲▲Participating divd. ■■On arrears. *Paid in 1954. ‡Payable in 1955.

Mining Stocks

	Div. Rate $	Last sale	Jan. 14 Bid	Ask
Amal. Lard	...	.16	.12½	.15
Band Ore	...	.03¾	.03	...
Beatrice	...	.04½	.04½	.06
Berens River	...	.75	.75	.80
Bouzan	...	.03½	.03½	.04
Bruce Cons.	...	.00¾	...	.00¾
Canam	...	.50	...	...
Canusa	...	.04½	.04½	.05½
Cartier Mal.	...	.02½	.02	.03
Cent. Manitoba	...	.08	.07	.10
Clix-Ath.	...	.12	.23	.28
Coast Copper	...	▲1.85	...	1.95
Coleman A	...	.08½	.10½	...
Do. B	...	.10½	.12	...
Columbia	...	.03	.02½	.03
Croinor	...	.20	.18	.20
Cryderman	...	.01	.01	.03½
Dickstone C.	...	.02½	.02½	.05
Fenimore warr.	...	.09	.07½	.09
Flin Flon	...	.01	.00½	.02
Fontana '45	...	.02	.02	.03½
Forty-Four	...	.80	.77	...
Gold Lake	...	.01	.01	.01½
Grandoro	*.02	.42	.42	.49
Grandview	...	.26	.25	.32
Great Falls	...	.04	.04½	.07½
Hallnor	*.15	3.20	3.05	3.20
Indian M.	...	.03½	.03½	.05
Island Lake	...	.01	...	.01
Koot Base	...	.02½	.02½	.04
Mandalay	...	.00½	...	...
Matachewan	...	.12½	.13	.17
N. Louvre	...	.03	.03	.04
N. Taku	...	.17	.15½	.18
N. Vinray	...	.04	.04½	.06
Nocano	...	.10	.10½	.12
Normandy	...	.01½	.01½	.02
North Rankin	...	.40	.40	.45
Obaska	...	.06½	.05¾	.06½
Orenada	...	.08½	.07	.08
Packsack	...	.01½	.01	.03
Porc. Prime	...	.04½	.02	...
Que. Y.K.	...	.03½	.02½	.04
Red Crest	...	.03	.02½	.04
Red Hawk	...	.02½	.02	.03½
Renabie	*.15	2.55	2.55	3.10
Rice Lake	...	.01	.00½	.02
Scotia Gold	...	.01½	...	...
Silvan	...	.07	.09	.10
S. American G. M.	▲*.30	1.10	...	...
Spud Valley	...	.02	.02	.05
Star Lake	...	.01	...	.01
Suquash Coll.	...	.05	...	...
Utica	...	.02	...	.02
Vananda '48	...	.01½	.01½	.02
Winnipeg R. Tin	...	.03	.02½	.02

OIL STOCKS

	Div. Rate $	Last sale	Jan. 14 Bid	Ask
Aldina	...	.02	.02	...
Amurex	...	8.00	7.00	8.00
Coastal	...	.70	.70	...
Command	...	.75	.72	...
Commoil	*.40	4.05	3.20	...
Freehold	...	.02½	.02½	.03
Gateway	...	.08	.08½	.11
Golden SP.	...	.08	...	.10
Nordon	...	.17	.12	.18
Pan Israel	...	2.65	...	...
Quinalta	...	.33	...	.32
So. West Pete.	...	.36	.36	...
Sunset	...	.30	.30	.32
Tri-Zone	...	.08	...	.09
Turner V.	...	.40	.35	.50
Vanalta	...	.17	...	...

▲U. S. funds. •Dividend deferred. *Paid in 1954.

Stock Redemptions

Company:	Rate	Date	Price
*Brown Co. cum. 2nd pfd.	$3	Feb. 1	■$54.00
*Imp. Tobacco cum. s.f. pf.	4%	Mar. 1	■25.62½
§Toronto Brick Co. Ltd., cum. 1st pfd. $10 par	5%	Jan. 28	■$10.50

■Plus accrued dividends.
*All outstanding.
§60%.

Company Meetings

Date	Company	Place
Jan. 20	Manufacturers Life Ins.	Toronto
Jan. 20	MacMillan & Bloedel	Vancouver
Jan. 21	Cons. Textile Mills	Montreal
Jan. 25	Confederation Life Asce.	Toronto
Jan. 25	Fleet Mfg. Ltd.	Fort Erie, Ont.
Jan. 25	Nat. Trust	Toronto
Jan. 26	Hinde & Dauch Pap.	Montreal
Jan. 26	Imp. Life Assur.	Toronto
Jan. 26	West Can. Brew.	Vancouver
Jan. 27	Boreal Met.	Montreal
Jan. 27	B C. Forest Prod.	Vancouver
Jan. 27	De Havilland Aircraft	Downsview, Ont.
Jan. 27	Dow Brew.	Montreal
Jan. 27	Imp. Tobacco	Montreal
Jan. 27	London Life Insur.	London
Jan. 27	Ont. Steel Prod.	Toronto
Jan. 28	Cockshutt Farm. Equip.	Brantford
Jan. 28	Crown Life Ins.	Toronto
Jan. 28	For. Pwr. Sec's	Montreal
Jan. 28	Marbenor Mal. M.	Toronto
Jan. 28	O'Brien G. M.	Montreal
Jan. 28	Western Life Asce.	Hamilton
Jan. 31	Gen. Pet. of Can. Ltd.	Calgary
Jan. 31	Scurry-Rainbow	Toronto
Feb. 1	Commercial Life Assur.	Toronto
Feb. 1	Nat. Life Assce.	Toronto
Feb. 3	Mutual Life Assce.	Waterloo, Ont.
Feb. 4	Can. Perm. Mtge.	Toronto
Feb. 7	Can. Cement	Montreal
Feb. 7	Catelli Food Prod.	Montreal
Feb. 9	Continental Life Ins.	Toronto
Feb 14	Mtl. City & Dist. Sav. Bank	Montreal
Mar. 8	Cdn. Brew.	Toronto
Mar. 10	Bell Telephone	Montreal
Apr. 19	Chrysler Corp.	Highland Park, Mich.

Bond Redemptions

Bond issues:	Rate	Year	Date	Cal. Pr.
*Abitibi Pwr. & Pap.	4½%	'61	Jan. 25	$103.65
■■Ind. Accept. 5½% Sf. Deb.	5½%	'73	Feb. 3	$102.375
‡‡Int. Bk. 10 Yr. Cdn. Dollar Bds. of 1952	4%	'62	Feb. 4	$100.00
‡Rio de Janeiro Tramway, Lt. & Pwr. Co. Ltd. 50 yr. Mtge. Bds., Cal. A	5%	'58	Apr. 1	....
■Donohue Bros. Ltd. 1st Mtge. s.f. Bds. Ser. A	5%	'67	Feb. 15	$100.00
♦Rio de Janeiro Tramway, Lt. & Pwr. Co. Ltd. Oblig. de Cinq Cents Francs, Cal. B & C	5%	'58	Apr. 1	....
*Riverside Leaseholds Ltd. Deb.	4½%	'62	Feb. 1	$100.00

*All outstanding.
‡$612,704.
♦$43,434.
‡‡$700,000.
■■$241,000.

Government Bonds

Jan. 18, 1955

(Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Ask
Govt. of Canada Bonds:			
3	Jan. 1959 ...	100⅞	101⅛
3	June 1960 ...	101¼	101⅝
3	Feb. 1962 ...	101¼	101¾
3	Oct. 1963 ...	101¼	101¾
3	Sept. 1966 ...	100½	101
3¼	June 1966 ...	101½	101¾
3	Perpetual ..	†94½	95½
2¾	June 1968 ...	97⅞	98½
3¾	Jan. 1975/78	105⅞	106⅞
3¼	June 1974/76	99½	100
Cdn. Nat. Railways:			
3	Jan. 1959 ...	99⅞	100½
4½	Feb. 1955 ..	■102¼	103
4½	June 1955 ..	■101¼	101⅞
2¾	Jan. 1967 ...	96⅞	97⅞
3	Jan. 1966 ...	99½	100½
2¾	Sept. 1969 ...	96⅞	97½
4½	July 1957 ..	♦105½	106
Govt. of C. Guaranteed Bds.:			
Cdn. Nat. W. Ind. S.S.:			
5	Mar. 1955 ...	100¼	100½
Grand Trunk Pacific Rly.:			
3	Jan. 1962 ...	■102	103½
4	Jan. 1962 ...	■107	108½

%	Due	Bid	Ask
Prov. Govt. Bonds			
Alberta:			
2¾	Mar. 1970 ...	96	98
British Columbia:			
4½	Jan. 1969 ..	♦112	115
3	Dec. 1960 ...	99½	100½
3	June 1964 ...	99	100
5	Sept. 1959 ..	♦109	111
B. C. Power Comm.:			
3	Oct. 1967 ...	96½	98½
Manitoba:			
4	Dec. 1957 ..	♦103	105
5	Dec. 1959 ..	■109	111
5½	July 1958 ..	106	108
3	Oct. 1965 ...	97½	99
4½	Dec. 1956 ..	♦103	105
New Brunswick:			
4½	Apr. 1961 ..	♦107	109
2¾	June 1966 ..	92½	94½
3¼	May 1967 ...	99½	101
3½	Sept. 1965 ...	98½	100½
Nova Scotia:			
4½	Nov. 1960 ..	♦107	109
5	Mar. 1960 ..	♦109	111
3¼	June 1963/65	99	100½
3	June 1956/58	98½	100½
2¾	June 1965/68	92½	94½

%	Due	Bid	Ask
Ontario:			
2¾	Nov. 1965/69	94½	96
4	June 1962 ..	■107	109
4½	Jan. 1962 ..	♦108½	110½
2¾	July 1967/78	92	94
3	Nov. 1963/65	99½	100
5	May 1959 ..	■109	111
Ont. Hydro Commission:			
4	Aug. 1957 ..	■103	105
2¾	Oct. 1965/68	93½	95½
3	Dec. 1963/65	99½	99⅞
3	Nov. 1967/69	97	98
Prince Edward Island:			
3	Oct. 1965 ...	95½	97½
Quebec:			
3½	Mar. 1954/59.	100½	101½
4½	Aug. 1958 ...	102½	104½
4½	Jan. 1963 ...	107½	109½
3	Sept. 1962/64.	98½	100
Quebec Hydro Commission:			
3	Feb. 1969/73 .	95	96½
3	Dec. 1958/60 .	99½	100⅞
Saskatchewan:			
4	Nov. 1955/60.	100	101½
5	Aug. 1958 ...	105	107
4½	Mar. 1960 ..	♦107	109
5	Dec. 1959 ..	♦109	111
3	Mar. 1963 ...	98	99½
3½	Nov. 1960/62.	98½	100
3¾	Oct. 1962/65.	100	102
Newfoundland:			
4¾	July 1964 ...	104	106

■Payable Can., N.Y. or £.
♦Payable Can. or N.Y.
†Callable on or after Sept. 15, 1966.

Significant Investors' Index Numbers

No. of Securities	Mach. and equip. 11	Pulp and paper 9	Mill-ing 3	Oils 5	Textiles and cloth-ing 10	Food and allied prod. 14	Bever-ages 10	Bldg. mater. 15	Power and trac-tion 9	Banks 8	Total utili-ties 14	Total co's 101
*1953 to date:												
High	576.2	862.0	160.6	178.6	410.5	153.2	526.5	401.5	167.8	232.3	187.1	212.1
Low	69.7	51.6	61.2	41.2	78.4	79.5	79.3	66.7	60.2	60.0	62.5	61.1
1954												
Monthly Figures:												
Jan.	395.3	562.6	129.3	126.1	168.8	122.9	434.5	283.6	131.5	185.5	149.1	157.4
Feb.	418.4	589.4	129.9	136.3	158.4	123.6	447.9	286.8	134.0	189.6	151.9	163.2
Mar.	432.8	596.4	131.1	136.4	166.3	123.8	440.0	285.2	137.2	192.5	153.3	165.0
Apr.	458.8	628.5	133.9	145.4	163.1	124.6	453.6	298.6	145.0	195.4	159.5	173.6
May	474.2	679.8	137.6	147.6	153.2	133.0	476.4	322.8	152.6	204.0	162.4	179.5
June	469.1	685.1	134.0	142.8	151.4	136.8	474.5	321.7	151.8	212.2	167.2	180.5
July	503.6	718.4	138.3	138.2	151.6	135.5	480.1	331.4	156.4	216.4	169.4	182.3
Aug.	520.8	744.3	145.4	142.1	161.2	142.6	497.6	348.5	156.7	217.3	170.2	187.0
Sept.	510.7	750.1	151.9	145.0	154.1	144.5	509.4	347.6	159.0	215.0	170.4	189.5
Oct.	499.0	740.0	156.8	150.8	167.0	144.9	500.0	342.7	158.8	217.4	171.4	190.2
Nov.	523.2	789.3	158.4	158.4	170.2	150.9	519.8	358.7	156.6	224.2	173.8	199.5
1954-55												
Weekly Figures:												
Dec. 2 ...	543.6	805.2	157.1	158.4	171.3	148.8	517.0	374.3	156.9	221.2	177.6	202.2
Dec. 9 ...	544.5	818.5	158.9	164.3	172.2	151.2	521.1	380.5	161.2	223.0	180.4	205.2
Dec. 16 ..	546.9	830.2	155.1	161.9	173.3	150.4	526.3	383.9	164.5	228.7	180.7	205.8
Dec. 23 ..	563.3	836.0	156.1	166.2	175.4	150.6	519.1	387.9	164.1	229.7	183.0	208.5
Dec. 30 ..	576.2	862.0	155.2	166.7	183.8	153.2	523.9	401.5	167.8	232.3	187.1	212.1
Jan. 6 ...	546.3	827.2	154.1	161.7	179.1	153.2	511.2	392.5	166.0	230.5	180.3	205.7

*High and low for year from 1935 to date inclusive are based on weekly figures issued by the Dominion Bureau of Statistics.

Toronto Stock Exchange Index

	20 Indus.	20 Golds	15 B.M.	15 W.O.
Jan. 17	376.75	81.77	161.65	103.03
Jan. 14	378.56	81.66	161.94	103.91
Jan. 13	377.55	81.47	161.42	103.89
Jan. 12	378.06	81.10	161.43	103.53
Jan. 11	379.02	81.27	160.97	102.74
Month Ago .	374.06	80.06	158.17	97.05
Year Ago ...	319.13	71.53	141.17	91.13
1954-55 High.	385.93	82.50	162.69	104.62
1954-55 Low .	311.85	67.74	136.96	83.06

Montreal Stock Exchange Averages

	10 Util.	20 Indus.	30 Com.	10 Pprs.	15 Golds
Jan. 17 ..	118.5	245.3	203.0	1185.75	69.84
Jan. 14 ..	119.0	247.6	204.7	1189.31	70.28
Jan. 13 ..	118.8	246.7	204.1	1177.76	69.99
Jan. 12 ..	118.9	247.7	204.7	1161.51	70.17
Jan. 11 ..	118.1	248.4	205.0	1155.64	71.64
Mon. Ago	118.7	242.7	201.2	1126.23	65.74
Year Ago.	94.4	185.1	154.9	785.35	51.12
54-55 High	119.9	253.2	208.7	1189.31	71.54
54-55 Low	92.4	182.0	153.4	767.09	48.69

Dow-Jones Closing Stock Averages

	30 Indus.	20 Rails	15 Util.	65 Stocks
Jan. 17	388.20	137.84	62.06	144.39
Jan. 14	396.54	142.02	63.00	147.71
Jan. 13	398.34	142.95	62.69	148.22
Jan. 12	399.78	144.26	62.64	148.88
Jan. 11	400.25	144.98	62.57	149.17
Month Ago .	397.32	144.06	61.61	147.92
Year Ago ..	286.03	98.07	53.74	108.72
1954-55 High.	408.89	146.54	63.00	151.31
1954-55 Low .	278.87	94.34	52.22	106.03

Unlisted Stocks

(Compiled by Intercity Securities Corporation Limited, Toronto)

January 17, 1955

	Bid	Asked
Alexander Bldg. Corp. ..	5.00	8.00
Algoma C. & H.B. R. c ..	14.50	....
Do. pfd.	1.25	....
Allens Toronto Units	43.00	....
Anglin Norcross pfd. ...	.50	....
Anglo Can. Telephone A	13.50	....
Argus Corp. 2nd pfd. ...	53.00	....
Ash Temple com.	2.35	2.85
Bowes Ltd. 1% pfd.	.65	.75
Brinton Peterboro Carpet	....	46.00
B. C. Sugar	99.00	101.00
Brit. Mtge. & Trust	210.00	217.00
Brockville Trust & Sav.	62.00	65.00
Can. Crushed S. 6% pfd.	95.50	98.50
Can. Cons. Grain com. ..	5.00	8.00
Can. Cons. Grain Units .	88.00	....
Can. Delhi Pete	11.00	11.75
Can. Foreign Secur.	10.75	12.00
Can. Foreign Invest.	27.00	....
Can. Motor Lamp	20.25	22.00
Can. Refractories pfd. ..	94.00	....
Can. West Nat. Gas pfd.	18.25	19.00
Capital Wire Cloth com.	14.00	....
Carlton Club	110.00	....
Chase. Dr. A. W. com. ..	1.85	....
Colonial Stmshp. com. .	190.00	215.00
Do. pfd.	67.00	71.00
Commercial Life 10% pd.	13.00	....
Concourse Bldg. V.T.	45.00	....
Cons. Toronto Land W. ..	.25	....
Crown Life Insce.	1,800.00	1,900.00
Deben. & Sec. 6% pfd. ..	90.00	93.50
Detroit Internat. Bridge .	17.25	18.75
Dom. Can. Gen. Insce. ..	500.00	....
Dom. Linseed Oil pfd. ..	3.00	....
Dom. Manufacturers pfd.	90.00	....
Do. com.	1.25	....
Dom. Royalty Corp.	.48	.55
Dover Industries	9.35	10.00
Empire Accept. Div. 30c	6.25	7.25
Essex Packers com.	2.00	2.50
Do. pfd.	35.00	....
Galt Brass	38.50	....
Goderich Elev. & Transit	21.00	22.00
Granite Club	14.00	14.75
Gt. Brit. & Can. In. com.	5.25	....
Do. pfd.	108.00	....
Great Lakes Power com.	13.25	....
Gt. West Life Assce.	195.00	200.00
Guarantee N. Am. ful. pd.	415.00	440.00
Do. 20% pd.	84.50	....
Halifax Insce.	13.00	....
Heaps Waterous	2.00	2.50
Highland Dairy pfd.	43.00	....
Homewood Sanitarium ..	....	94.00
Hudson's Bay Co.	21.50	22.00
Humber Amusement Pier	.40	....
Humberstone Shoe	10.00	12.00
Ingersoll Mach. Tool B ..	5.00	....
Ingram & Bell pfd.	104.00	....
Indust. Mtge. & Trust ..	68.00	....
Internat. Holdings	18.00	19.50
Jenkins Bros. com.	35.00	....
Lambton Golf Club	200.00	....
Lambton Loan, Sarnia ..	80.00	....
Lawson & Jones 1% pfd.	.65	....
Lond. Can. Inv. $3.00 pfd.	47.00	....
Do. A	37.50	....
London Life Assce.	62.00	....
Manufacturers Life Insce.	165.00	....
Maxwell Ltd. $6.00 pfd. ..	....	79.00
Medical Arts B., Toronto	43.50	....
Monarch Life 40% pd. ..	190.00	....
Nat. Sewerpipe new pfd. (with bonus com.)	12.75	....
New Brunswick Tele. ..	13.00	....
Niagara L. Arch Bridge	63.00	....
Northern Telephone	1.90	2.10
Oakville Golf Club	20.00	30.00
Oakville Wood 6% pfd. ..	87.00	93.00
Para. Oshawa Theatres .	12.50	....
Park Lawn Cemetery . .	1.35	....
Pembina Pipe Line com.	11.00	11.50
Prairie Royal. Trust Units	2.25	....
Prudential Trust	16.00	....
Reliance Pete A & B ...	20.50	....
Do. pfd.	42.00	....
Ritchie Cut Stone pfd. .	13.25	....
Rob. Jones Whitman pfd.	21.00	....
Royal Oak Dairy B	2.75	....
Sawyer Massey com.	3.25	4.50
Second Stand. Royal pfd.	.03	.04
Sincennes McNaugh. Line	3.25	....
Skyway Drive-In Theatre	1.25	2.00
Sovereign Life 25% pd.	65.00	70.00
Stanfield A & B	10.50	....
Standard Fuel pfd. Div. $2.25	35.00	36.50
Do. com.	2.00	2.75
Summit Golf	18.00	24.00
Sun Life Assce.	257.00	....
Toronto & London Inv. ..	2.20	2.50
Union Accept. 7% pfd. (with warr's. for com. at $11.00)	24.75	25.75
Do. Warrs. (for com. at $11.00)	4.75	5.50
United Can. Shares	16.00	....
United Steel 6% pfd.	26.00	27.00
Universal Cooler pfd. ...	89.00	95.00
Waterloo Mfg.	9.00	....
Western Assce.	122.00	....
Wood Alexander 6% pfd.	85.00	90.00

Oil Stocks (Continued)

.87	.21½	.....	....	Canadian Admiral	104,388	.41	.57	.42	.55
.25	.07	.....	....	Cdn An'da	44,000	.15½	.15	.14	.15
7.30	3.10	.....	....	Cdn. At'ic	7,280	6.85	7.00	6.50	6.55
1.35	.72	.....	....	Cdn. B.E.	77,942	1.27	1.65	1.18	1.65
.79½	.50	.....	....	Cdn. Dec.	8,832	.65	.66	.62	.65
.28	.18	.....	....	Do. War.	10,600	.24	.22	.20	.20
2.95	.70	.....	....	Cdn. Dev.	88,210	1.83	2.09	1.85	1.99
.47	.09	.....	....	Cdn Emjay	4,166	.13	.14	.13½	.14
2.79	1.65	.....	....	Cdn H'st'd	11,589	2.10	2.20	2.00	2.14
1.02	.20	.....	....	Cdn. Oil & Gas	228,415	.67	.84	.63	.81
1.70	1.00	.....	....	Cdn. P. L. & P.	25,873	1.60	1.62	1.51	1.55
8.00	5.25	.....	....	Cdn. Pros.	100	7.00	6.15	6.15	6.15
5.25	2.01	.....	....	Cdn. Wil'ston	3,140	4.50	4.90	4.45	4.45
3.00	1.30	.....	....	Canso N. Gas	1,202	2.60	1.85	1.78	1.85
4.10	1.55	.....	....	Canso Pet.	4,505	2.50	2.70	2.51	2.70
11.25	3.85	.....	....	Canso Prod.	954	5.10	5.20	5.00	5.15
3.85	1.00	.....	....	Canso Warr.	1,700	1.30	1.25	1.15	1.25
.25	.11	.....	....	Cas.O.&G.	461	.20	.19	.19	.19
5.75	3.70	.....	....	Cent. Expl.	200	5.00	4.60	4.55	4.55
2.50	1.25	.....	....	Cent. Leduc	126,100	1.40	1.95	1.45	1.95
.40	.11	.....	....	Century	57,500	.33	.35	.32	.35
.60	.13	.....	....	Chamberlain	84,450	.25	.60	.26	.35
2.05	.82	.....	....	Charter	17,000	1.85	1.92	1.82	1.85
3.15	.50	.....	....	Claybar	3,300	.65	.60	.50	.60
5.00	3.75	*.35	....	Common P.	700	3.90	4.05	4.05	4.05
.29	.10	.....	....	Cons Allen	197,800	.18	.25	.17	.22
.45	.16	.....	....	Cons. Cord.	2,050	.34	.35	.32	.32½
.70	.35	.....	....	Cons. East C.	4,675	.41	.44	.40	.44
.08½	.02½	.....	....	Cons. Gr. Cr.	4,166	.03½	.04	.04	.04
3.90	1.25	.....	....	C. Mic Mac	50,746	2.56	2.80	2.55	2.60
.20	.10	.....	....	Cons. Peak	112,112	.15	.16	.13	.14½
2.65	.96	.....	....	Con. W. Pet	2,500	2.20	2.20	2.15	2.15
.20	.14	.....	....	Dalhousie	1,000	.18½	.18	.18	.18
2.25	1.00	.....	....	Del. Rio	220,095	1.16	1.65	1.15	1.63
2.05	1.24	.....	....	Dev. Leduc	6,100	1.70	1.80	1.70	1.80
6.50	3.80	.....	....	Dome	4,400	5.75	5.90	5.65	5.75
.24½	.07	.....	....	D. Minerals	89,200	.19½	.19½	.18	.19
.43	.10	.....	....	Dragon	137,800	.16	.24	.14	.21
.32	.07	.....	....	Edoran	23,400	.14½	.15½	.14½	.15½
1.20	.20	.....	....	Emp. Oil	89,600	.45	.48	.42½	.46
2.17	.99	.....	....	Fargo	21,606	2.00	2.17	2.00	2.05
5.50	3.05	.....	....	Fed. P.	16,738	4.00	4.30	4.05	4.25
.40	.14½	.....	....	Fortune	3,500	.23	.22	.22	.22
.44	.12	.....	....	Futurity	96,850	.33	.44	.32	.44
.78	.29	.....	....	Gas Expl.	26,200	.74	.78	.72	.76
1.60	.15	.....	....	Gaspe	8,600	.25	.30	.19	.30
7.00	4.70	.20	3.2	Gen. Pet.	2,755	5.60	6.25	5.35	6.25
7.00	4.70	.20	3.2	Do. "A"	8,485	5.35	6.30	5.35	6.25
22.50	7.95	.....	....	Gt. Plains	3,700	19.50	19.75	19.37½	19.75
4.00	1.00	.....	....	Gt. Sw't Gr	136,314	3.55	4.00	3.55	4.00
9.75	5.55	.....	....	Gridoil	2,800	8.50	9.20	8.35	8.35
.12	.04	.....	....	Hargal	2,000	.05	.05	.04½	.05
.53	.25	.....	....	Henderson	5,000	.26½	.25	.25	.25
.30	.10	.....	....	High C'rt.	50,900	.20	.20	.18½	.20
.18	.08	.....	....	High Sarcee	13,000	.12½	.15	.13	.14
10.00	5.00	*.25	....	Hi-Tower	997	7.00	10.00	7.00	10.00
10.25	6.75	.....	....	Home	5,573	8.20	8.65	8.00	8.50
8.20	6.00	.....	....	Husky	4,340	7.65	7.85	7.50	7.70
.12½	.04½	.....	....	Hy-Charger	60,200	.10½	.10½	.10	.10
3.90	1.40	.....	....	Jasper	7,800	1.61	1.61	1.58	1.58
.23½	.10½	.....	....	Jump. Pound	2,000	.18	.18	.18	.18
2.15	1.41	.....	....	Jupiter	14,350	1.80	2.10	1.80	1.99
1.20	.23	.....	....	Keno	28,000	.34	.35	.31½	.32
1.80	1.00	.....	....	Kroy	84,300	1.25	1.35	1.17	1.32
.34	.20	.....	....	Leduc Cal.	9,300	.25	.28	.26	.28
4.15	.93	.....	....	Liberal	129,650	3.70	4.00	3.65	3.70
.18	.06½	.....	....	Long Is. P.	39,900	.08	.16	.08	.12
.56	.26	.....	....	Marigold	25,000	.32	.37	.32	.34
.04	.02	.....	....	Marvel	1,000	.02½	.02½	.02½	.02½
.37	.10½	.....	....	Marwayne	41,300	.15	.25½	.13	.22½
.15	.06	.....	....	Mercury	28,300	.07½	.07½	.07	.07½
.14½	.05½	.....	....	Merland	1,000	.06	.07	.07	.07
9.35	5.80	.....	....	Merrill Pet.	3,650	8.50	8.75	8.40	8.50
.67	.35	.....	....	Midcon	7,540	.41	.45	.39	.40
.43	.18	.....	....	Mill City	47,400	.24	.31	.24	.28½
.23	.10	.....	....	Montoco	8,000	.14½	.15	.13	.13½
.40½	.13	.....	....	Naco	23,967	.20	.34	.22	.27
2.16	1.40	.....	....	Nat. Pet.	9,650	1.75	2.00	1.85	1.90
1.60	1.00	.....	....	N. Bristol	136,625	1.25	1.35	1.20	1.32
2.70	1.70	.....	....	N. British	2,444	2.28	2.30	2.20	2.30
1.29	.45	.....	....	N. Concord	10,959	.61	.75	.61	.73½
.75	.37	.....	....	N. Cont.	26,900	.48	.50	.45	.45
.20	.11½	.....	....	N. Davies	4,000	.20	.25	.21	.21
.24½	.07½	.....	....	N. Devon.	18,575	.09½	.11½	.10½	.11
.07½	.03½	.....	....	N. Pacalta	6,600	.06	.06½	.05	.05
.10	.04½	.....	....	New Ranch	35,500	.09½	.10	.09	.09½
.25	.09	.....	....	N. Richfield	16,125	.24	.25	.22½	.25
.41	.07	.....	....	N. Springer	4,000	.08	.08	.07	.08
4.25	2.05	.....	....	N. Superior	7,968	2.50	3.20	2.45	2.90
5.65	1.78	.....	....	North Can.	7,820	5.05	5.40	4.60	4.75
.05	.02	.....	....	N. Cont.	43,000	.02	.02½	.02	.02½
.45	.24	.....	....	Northland	2,000	.28	.28	.26	.28
2.04	.60	.....	....	Nucco	4,760	.75	.75	.70	.75
.11	.03½	.....	....	Oil Select	18,875	.04½	.04½	.04½	.04½
1.96	1.15	.....	....	Okalta	17,500	1.36	1.63	1.35	1.48
13.50	6.20	.....	....	Pac. Pete	8,955	11.87½	12.00	11.25	11.62½
.46	.25	.....	....	Pan West	43,900	.31	.38	.32	.34
5.00	2.95	.....	....	Parker Drill	600	3.65	3.75	3.60	3.75
1.00	.37	.....	....	Pathfinder	53,598	.54	.74	.54	.70
9.20	3.30	.....	....	Peace River	3,490	8.50	8.35	8.00	8.00
2.14	.75	.....	....	Peruvian	73,620	1.75	2.14	1.75	2.14
.62	.35½	.....	....	Petrol O.	152,900	.43	.52	.42	.52
1.95	1.15	.....	....	Phillips Oil	2,955	1.55	1.65	1.40	1.65
1.36	.60	.....	....	Ponder	88,650	.71	.85	.68	.80
3.10	.95	.....	....	Pontiac	3,900	1.00	1.01	.95	.95
.40	.12	.....	....	Poplar	11,200	.28	.31	.27	.30
3.05	1.45	.....	....	Prairie	16,840	2.65	3.05	2.50	3.00
.80	.05	.....	....	Que. Oil Dev.	7,000	.10	.14	.09	.12½
.06	.02½	.....	....	Realty	93,500	.03	.03½	.03	.03½
.12½	.07	.....	....	Reef Pet.	1,100	.09½	.12½	.09½	.12
.14	.04½	.....	....	Renfrew	2,000	.05	.05	.05	.05
.74	.33	.....	....	Rio Prado	29,432	.41	.44	.40	.42
.21	.08	.....	....	Roxana	17,200	.11	.12½	.10	.12
.14½	.06	.....	....	Royal Can.	7,800	.07	.07½	.07	.07½
14.25	10.50	.....	....	Royalite	6,640	12.37½	13.75	12.50	13.25
30.25	27.00	**‡.21½	....	Do. 5¼% Pfd.	125	30.00	30.00	30.00	30.00
.20	.07	.....	....	Sage	1,000	.12	.14½	.14½	.14½
4.85	1.50	.....	....	Sapphire	109,065	4.65	4.85	4.55	4.60
1.91	.80	.....	....	Scurry R.	323,659	1.25	1.91	1.27	1.80
2.50	1.55	.....	....	Security	18,500	1.95	2.20	2.00	2.20
.49	.15	.....	....	Select Oils	3,000	.21	.21½	.20	.21½
.10	.05½	.....	....	Share Oils	2,000	.06	.05½	.05½	.05½
.80	.30	.....	....	Souris Val.	5,150	.40	.40	.38	.40
.10	.05½	.....	....	Share Oils	2,000	.06	.05½	.05½	.05½
.30	.09	.....	....	Sparmac	18,500	.27	.28	.26	.28
.28	.12	.....	....	Spooner	3,500	.16	.18	.16	.17½
1.00	.36	.....	....	Stanwell	23,981	.65	.70	.65	.69½
.27½	.05	.....	....	Sturgeon	3,000	.07½	.07½	.07½	.07½
1.63	.90	.....	....	Texas Cal.	6,600	1.00	1.13	1.00	1.05
2.55	1.55	.....	....	Trans Emp.	42,423	1.92	2.35	1.92	2.32
.66	.30	.....	....	Trans-Era	90,633	.32	.39	.32	.38
.11	.03	.....	....	Transfield	4,000	.07½	.08	.08	.08
.16	.07	.....	....	Trend	116,100	.16	.16	.14	.14½
4.95	2.55	.....	....	Triad	70,402	4.40	4.95	4.45	4.95
.95	.25½	.....	....	Trican Petro	9,200	.28	.40	.30	.38
.84	.58	.....	....	Tri-Tor	43,664	.63	.64	.60	.62
1.48	.72	.....	....	United Oils	90,750	1.10	1.20	1.10	1.19
.53	.15	.....	....	Van Tor	14,000	.46	.47	.45	.46
.50	.24	.....	....	Vulcan	9,500	.35	.45	.30	.45
.76	.55	.....	....	W'Burne	13,000	.69½	.70	.68	.70
.33	.12	.....	....	West. Terr.	13,500	.20	.22	.19½	.20
.19½	.10	.....	....	W. Ashley	11,200	.13	.14	.12	.13
6.10	3.80	.....	....	W. L'Holds	5,145	5.25	5.75	5.40	5.70
2.10	1.50	.....	....	W. Mayzill	100	1.74	1.74	1.70	1.70
.13	.07½	.....	....	W. Warner	6,312	.11½	.12	.11	.11½
.80	.37	.....	....	Wilrich	77,810	.45½	.48	.45½	.48
.14	.05½	.....	....	Y'ke Can.	27,000	.07½	.09½	.07½	.09½
1.00	.31	.....	....	Y'ke Prin.	16,400	.75	.77	.71	.71
.18	.06	.....	....	York Oils	2,600	.09	.09	.08½	.08½

* U. S. Funds. § Div. Deferred. ** Initial. * Paid in 1954.
‡ Payable in 1955.

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

January 17, 1955

Public Utility Issues:	Int. Rate %	Due	Bid.	Ask.	Prev. Week Bid
Alg. Cen. H.B.R.	5	'59	132	136	130
Bell Tele	3	'77	92	95	92
Do.	4½	'67	104½	107½	104½
Braz. Traction .	4½	'70	83½	86½	82
B. C. Electric ..	3½	'67	95½	98½	95½
Do.	3½	'75	96	99	96
Do.	3¾	'69	98½	101½	98½
Do.	4¾	'79	103½	106½	103½
B. C. Tele	4¾	'75	101	104	101
Gat. Power D ..	3½	'70	96	99	96
Gt. Lakes Pwr.	4½	'69	99½	102½	99½
Maclaren-Quebec Power	3	'69	94½	97½	94½
Mex. Lt. & Pr.	5	'75	85	88	85
Nat. Lt. & Pwr.	4½	'61	97½	100½	97½
North Que. Pr.	4½	'67	98	101	98
Power Corp. ...	3½	'67	95½	98½	95½
Quebec Power .	3	'62	97	100	97
St. Maurice Pr.	3½	'70	94½	97½	94½
Shaw. W. & Pr.	3	'71	94½	97½	94½
Do.	3½	'73	98	101	98
Wpg. Electric ..	3¾	'71	98½	101	98½
Industrial Issues:					
Abitibi Pr. & P.	3½	'67	98	101	98
Acadia-Atlantic Sugar	4	'74	99½	102½	99½
Alaska P. & C.	4½	'66	99	102	99
Aluminum Co. .	4½	'73	103	106	103
Barvue Mines .	5s	'56	98½	107½	98½
Bathurst P. & P.	5½	'73	103	106	103
Bowater's Nfld. P. & P.	3½	'68	95½	98½	95½
B. C. For. Pr. .	4½	'66	100	103	100
Burns & Co. ..	4	'63	98½	101½	98½
Can. Bread	4½	'67	96½	99½	96½
Can. Steamship	4	'66	98½	101½	98½
Can. Brew.	4¾	'79	104½	107½	104½
Can. Canners ..	3¾	'70	95½	98½	95½
Can. Celanese .	3	'62	96	99	96
Can. Chemical .	5½	'71	98½	101½	98½
Can. Oil	5	'72	103	106	103
Can. West. Lum.	4	'62	99	102	99
Cockshutt Plow	4½	'65	94	97	94
Columbia Cell. .	5	'68	98½	101½	98½
Consol. Paper ..	3½	'67	100	103	100
Dom. Fd. & Stl.	4½	'69	102	105	102
Dom. Stores	5	'72	102½	105½	102½
Dom. Tar & Ch.	5	'67	103	106	103
Dryden Paper .	4¾	'74	99	102	99
T. Eaton Accept.	4¾	'74	103½	106½	103½
E. B. Eddy	4	'74	98½	101½	98½
Elk Falls Co. ...	5	'75	102	105	102
Fed. Grain	4	'64	97	100	97
Gen. Motors Ac.	4¾	'69	103	106	103
Gt. Lakes Pap. .	3½	'67	95	98	95
Gt. Plains Dev.	3-4	'65	142	145	142
Husky Oil	5	'69	102	105	102
Imp. Tobacco ..	3	'70	92½	95½	92½
Imp. Oil	3	'69	94½	97½	94½
Indust. Accept.	5½	'74	102	105	102
Irving Oil Co. .	5½	'67	102½	105½	102½
Loblaw Groc. .	4¾	'73	102½	105½	102½
Maple L. M. ...	3¾	'63	96½	99½	96½
Massey-Harris .	5	'67	102	105	102
McColl-Front. .	3	'71	93	96	93
Mercury Mills .	4	'63	54	57	54
Mon. Knit.	4¾	'71	78½	81½	78½
N. S. Steel Coal	3½	'63	95	98	95
Page-Hersey T.	3½	'65	95	98	95
Price Bros.	3½	'66	97	100	97
St. Law. Corp. .	5	'72	103½	106½	103½
Silverwood Dair.	4	'71	94	97	94
Simpsons Ltd. .	4¾	'73	103½	105½	103½
Simpsons-Sears	4¾	'73	103½	106½	103½
Steel Co. of Can.	2¾	'67	94	97	94
Traders Fin. ..	5½	'69	104	107	104
Union Accept. .	5½	'68	99½	102½	99½
United Steel ...	4	'60	92	95	92
Un. Grain Gr. .	3¾	'70	91½	94½	91½
George Weston	4¾	'68	102½	105½	102½
CONVERTIBLE ISSUES					
Abitibi Pr. & P.	4½	'61	104	107	105
Ajax Pete. Ltd.	5	'62	84	88	83
Atlas Steels	5	'67	104	107	104
Braz. Traction .	4½	'71	83	86	82
B. A. Oil	3½	'61	140	144	141
Do.	3½	'62	112	116	113
B. C. For. Pr. .	5	'62	107	110	106
Can. So. Oils .	2-5	'61	91	94	91
Can. Brew.	4½	'61	107	110	107
C.P.R.	3½	'66	101	104	101
Do.	4	'69	104½	107½	105
C. Leduc Oils .	5	'65	85	88	85
Cockshutt Farm	5	'68	95	98	95
Dom. Magnes. .	5	'62	102	105	102
Dom. Steel & C.	4	'61	99½	102½	99
Dom. Textile ..	4	'66	96	99	95
Gen. Pete.	4½	'65	94	97	94
Jupiter Oils ...	5	'67	86	89	86
Kroy Oils	5	'67	96½	99½	96½
New Concord D.	5½	'68	88	92	88
N. Sup. Oils ..	5	'64	95	98	95
North Star Oil .	5½	'68	99	102	99
Pathfinder Pet.	2-5s	'62	65	75	65
Ponder Oils	5	'65	92	97	90
Scurry Oils	5	'64	89	93	89
Silverwood Dair.	5½	'72	114	118	110
Supertest Pete.	4	'70	104	107	103
Traders Fin. ...	4¾	'69	118	123	122
Trans Empire .	5	'66	93½	96½	93½
Do.	5½	'67	98	107	98
Triad Oil	4½	'67	175	185	145
West. C. Brew.	5	'67	114	118	111

Commodities

	Latest week	Pre-vious week	Same week last yr.
Cattle	$20.00	$20.00	$18.31
Hogs	26.30	27.10	33.60
Copper. lb.	.30	.30	.29½
Sugar, raw, lb. .	.0545	.0545	.0553
Coffee, lb.	.66¼	.66¾	.68¼
Hides	.12	.12	.15
Weekly Commodity Indices			
Dow Jones	169.84	171.46	166.49
U. S. Labor	110.1	■109.8	110.9
Monthly Commodity Indices			
Canada (D.B.S.)			
Retail (Dec.)†	116.6	116.8	115.8
W'sale (Nov.)	214.8	214.3	218.8
C. F'm Pro. (Nov.)	203.8	201.1	208.4
U. S. (Oct.)	■109.7	110.0	110.2
Gt. Brit. (Oct.) ..	328.8	328.9	325.2

Note: †Cost-of-Living Index Revised to the Base of 1939=100.

Base of price quotations is as follows: Cattle-Steers, good up to 1,000 lb., to price Toronto. Copper-electrotype, New York Coffee No 4 Santos. Spot Raw Sugar 96 degrees centrifugal c.i.f.

■Revised.

Bond Tenders

12 noon, Jan. 21, 1955, Government of Canada Treasury Bills—Payable Apr. 22, 1955 and Oct. 21, 1955, $50,000,000. Dated Jan. 21, 1955.

Dividends Declared

	This pay-ment $	Date payable	Date of record •
Agnew-Surpass	.10	Mar. 1	Jan. 31
Alum. of Can. 4% pf.	.25	Mar. 1	Feb. 4
Do. 5¼%	1.31	Mar. 1	Feb. 4
Anglo-Cdn. Pulp pfd.	.70	Jan. 20	Dec. 30
Anglo-Cdn. Tel. 4% pf.	.56¼	Feb. 1	Jan. 10
Anglo-Huronian ...	25	Jan. 26	Dec. 22
Anthes-Imp.	.30	Apr. 15	Mar. 25
Do. Pfd 6%	3.00	Feb. 1	Jan. 25
Do. Pfd 6%	3.00	Aug. 1	Jul. 25
Argus Corp.	.20	Mar. 1	Jan. 31
Do. 4½ pf.	1.12½	Mar. 1	Jan. 31
Do. $2.40 2nd pf. Ser. A	■.60	Feb. 1	Jan. 14
Bk. of N. S.	.40+‡.20	Feb. 1	Dec. 31
Bk. of Toronto	.43⅓	Feb. 1	Jan. 15
Bathurst Pwr. & Pap. A	.75	Mar. 1	Feb. 1
Do. B	.75	Mar. 1	Feb. 1
Beaver Lumber	2.00	Feb. 1	Jan. 10
Do. A	.25	Apr. 1	Mar. 10
Do. pfd.	.35	Apr. 1	Mar. 10
Blue Ribbon 5% pf.	.62½	Feb. 1	Jan. 15
Brant. Cord. A	.25	Mar. 1	Feb. 4
Do. B	■.12½	Mar. 1	Feb. 4
B. C. Forest	.10	Feb. 1	Dec. 31
Brown Co. 2nd pf.	†.50	Feb. 1	on redemp.
Burns & Co. A	1.50+‡.50	Jan. 29	Jan. 8
Do.	.50	Apr. 29	Apr. 8
Do.	.50	Jul. 29	Jul. 8
Do.	.50	Oct. 29	Oct. 8
Do. B	.50+‡.50	Jan. 29	Jan. 8
Do.	.50	Apr. 29	Apr. 8
Do.	.50	Jul. 29	Jul. 8
Do.	.50	Oct. 29	Oct. 8
Butterfly Hose 7% pf.	3.50	Jan. 31	Dec. 31
Caldwell Lin.	.20	Feb. 1	Jan. 15
Do. 1st pf.	.38	Feb. 1	Jan. 15
Do. 2nd pf.	.20	Feb. 1	Jan. 15
Campbell R. L. M. ..	.07½+‡.05	Jan. 28	Dec. 28
Canada Cement pf.	.32½	Mar. 20	Feb. 21
Can. Iron F'dries ..	.30	Apr. 1	Mar. 10
Can. Nor. Pwr. ..	15	Jan. 25	Dec. 20
Can. Perm. Mtge. ..	‡.10	Apr. 1	Mar. 15
Do.	‡.10	Jul. 2	Jun. 15
Do.	‡.10	Oct. 1	Sep. 15
Do.	‡.10	Jan. 3	Dec. 15
Can. Safeway 5% 1st pf.	1.25	Mar. 1	Feb. 1
Do. 5% 2nd pf. ...	1.25	Mar. 1	Feb. 1
Canadian Bk. of of Comm	.30	Feb. 1	Dec. 31
Cdn. Brew.	.31¼	Apr. 1	Feb. 28
Cdn. Bronze	.32	Feb. 1	Jan. 10
Do. 5% pf.	1.25	Feb. 1	Jan. 10
Cdn. Ind.	.15	Jan. 31	Dec. 16
Cdn. Invest. Fund .	.08	Feb. 1	Jan. 14
Cdn. Oil Co's	.12½	Feb. 15	Jan. 31
Cdn. Pac. Rlwy. ..	.75	Feb. 28	Dec. 30
Do. 4% pf.	2%	Feb. 1	Dec. 31
Cdn. Fire Ins.	.60	Jan. 31	Jan. 20
Coast Brew.	.06	Feb. 1	Jan. 14
Coch.-Dunlop Hdwe. A	▲▲Stk. Div.	Feb. 15	Jan. 31
B. J. Coghlin	.25	Jan. 31	Dec. 15
Col'wood Term.	.50+‡.50	Jan. 31	Jan. 10
Do. pfd.	.50+‡.50	Jan. 31	Jan. 10
Conduits Nat. A	.25	Feb. 8	Jan. 28
Consol. Bak.	.50	Feb. 1	Jan. 4
Cons. Pap.	.37½+‡.75	Jan. 24	Dec. 10
Cons. Theat. A	.13	Mar. 1	Feb. 1
Crown Cork & Seal	.50	Feb. 15	Jan. 15
Disher Stl. A pfd.	.37½	Feb. 1	Jan. 14
Dome M.	.17½	Jan. 31	Dec. 30
Dom. Bank	.32½	Feb. 1	Dec. 31
Dom. Bridge ..	.10+‡.30	Feb. 25	Jan. 31
Dom. Fabrics	.10	Feb. 1	Jan. 15
Do. $1.50 2nd pf. .	.37½	Feb. 1	Jan. 15
Dom. Oilcloth	.40	Jan. 28	Jan. 12
Dom. Steel & Coal	25	Jan. 25	Dec. 22
Dom. Tar & Chem. .	.10	Feb. 1	Jan. 3
Du Pont of Can. ..	.20	Jan. 31	Dec. 31
Enam. & Heat.	.10	Jan. 31	Dec. 31
Federal Grain $1.40 pf.	.35	Feb. 1	Jan. 17
Foundation Co.	.17½	Jan. 21	Dec. 31
Fraser Cos.	.25	Jan. 24	Jan. 7
Gen. Elec.	†.40	Jan. 25	Dec. 17
Gen. Stl. Wares ...	.10	Feb. 15	Jan. 14
Do. 5% pf.	1.25	Feb. 1	Jan. 4
Goodyear Tire 4% pf.	.50	Jan. 31	Jan. 10
Gt. West Coal A	**.12½	Feb. 15	Jan. 31
Gurney Prod. $1.60 pf.	.40	Feb. 1	Jan. 17
Gypsum Lime	.60	Mar. 1	Feb. 1
Do.	.60	Jun. 1	May 2
Geo. H. Hees 6% 1st pf.	1.50	Feb. 1	Jan. 14
Ham. Cot. 5% pf. ..	1.25	Feb. 15	Feb. 4
J. F. Hartz A	.12½	Feb. 1	Jan. 20
How. Smith Pap. .	.25	Jan. 31	Dec. 31
Do. $2 pf.	.50	Jan. 31	Dec. 31
Hydro-Elec. Sec. 5% pf.	.25	Feb. 1	Dec. 31
Imp. Bank	.30	Feb. 1	Dec. 31
Imp. Tobacco 4% pf.	.25	Feb. 1	Dec. 31
Inter-City Bak. ...	‡.25	Jan. 31	Jan. 14
Int. Nickel 7% pf.	†1¾%	Feb. 1	Jan. 3
Int. Util.	†.40	Mar. 1	Feb. 10
Do. pfd.	†.35	Feb. 1	Jan. 14
Do. pfd.	†.35	May 2	Apr. 14
Investors Mut.	.07	Feb. 14	Jan. 31
Journal Pub. ..	.20+‡.20	Jan. 15	Dec. 22
Lamaque, G. M. ..	.08	Feb. 1	Dec. 8
Laura Secord	.20	Mar. 1	Feb. 1
Laur. Accept. A ..	.15	Jan. 31	Jan. 14
Do. B	.15	Jan. 31	Jan. 14
Do. $1.20 pfd.	.30	Jan. 31	Jan. 14
Lewis Bros.	.15	Jan. 31	Dec. 31
Mailman Corp. 5% pf.	1.25	Jan. 31	Jan. 19
Do. $1 Prior.	.25	Mar. 31	Mar. 17
Do. $1 Prior.	.25	Jun. 30	Jun. 16
McCabe Grain A ..	.15	Feb. 1	Jan. 14
Do. B	.15	Feb. 1	Jan. 14
McColl-Front.	.30	Feb. 28	Jan. 31
Do. 4% pf.	1.00	Jan. 20	Dec. 31
Minn. & Ont. Pap.	†.60	Feb. 1	Jan. 7
Mt Royal Rice ..	20	Jan. 31	Jan. 15
Nat. Lead 6% pf.	†1.50	Feb. 1	Jan. 12
Nor. Am. Elev. 5% pf.	1.25	Jan. 29	Jan. 14
Northwestern Util. 4% pf.	1.00	Feb. 1	Jan. 18
Ont. Loan & Deb. ..	‡.10	Feb. 1	Jan. 21
Ont. Steel Prod. ..	25	Feb. 15	Jan. 15
Do. 7% pf.	1.75	Feb. 15	Jan. 15
Penmans	.75	Feb. 15	Jan. 17
Do 6% pf	1.50	Feb. 1	Jan. 3
Price Bros. Com. .	1.00	Feb. 1	Jan. 14
Que. Pwr.	.30	Feb. 25	Jan. 15
Quinte Milk A	.15+**.15	Feb. 1	Jan. 24
Do. B	.15	Feb. 1	Jan. 24
Resources of Can. Inv. Fd.	.06	Feb. 1	Jan. 15
R'tman's (Can.) Ltd.	.10	Feb. 1	Jan. 15
Saguenay Pwr. 4½% pf.	1.06	Apr. 1	Mar. 11
St. Lawr. Corp. ...	.50	Jan. 25	Dec. 29
St. Lawr. Flour 7% pf.	1.75	Feb. 1	Jan. 21
Scarfe & Co. A ...	.20	Feb. 1	Jan. 15
Do. B	.10	Feb. 1	Jan. 15
Shaw. W. & P. ...	30	Feb. 25	Jan. 15
Sherwin-Wms. .	.45+‡.25	Feb. 1	Jan. 10
Shirriff's Ltd. 5% pt.	25	Feb. 1	Jan. 14
Sidney Roof Cl. A	.22½	Feb. 1	Jan. 15
Sigma M.	.20	Jan. 28	Dec. 28
N. Slater	.15	Feb. 1	Jan. 10
So. Can. Pwr	.50	Feb. 15	Jan. 20
Stand. Fuel 4½% pf.	.56¼	Feb. 1	Jan. 14
Stanley Brock A ...	.15	Feb. 1	Jan. 10
Do. B	.10	Feb. 1	Jan. 10
Stl. Co. of Can.	.30+‡.30	Feb. 1	Jan. 7
Taylor Pear. & Car. 5% pf.	.12½	Feb. 15	Jan. 31
Teck-Hughes	05	Feb. 1	Dec. 8
Tor. Brick 5% 1st pf.	♦♦.04	Jan. 28	on red.
Union Gas	.35	Feb. 1	Jan. 7
Un. Cdn. Shs.	.30	Feb. 1	Jan. 20
Un. Corp. A	.38	Feb. 15	Jan. 24
Do. B	.10+‡.25	Feb. 28	Jan. 31
Un. Keno Hill	.10	Feb. 25	Jan. 28
West. Can Brew. .	.25	Mar. 1	Jan. 31
Westmin. Pap. A ..	.12½	Jan. 31	Jan. 11
Do. B	.17½	Jan. 31	Jan. 11
Yellowknife Bear. M.	04	Jan. 17	Dec. 15
Zellers Ltd ..	.22½+‡.10	Feb. 1	Jan. 3

†U S. funds. ‡Extra.
•The ex-dividend date is usually at least two full business days prior to the record date.
††Declared on basis of old stk. prior to proposed 3-for-1 stk. split.
■Initial.
°Divd deferred
▲▲2 non-assessable red. pfd. shs. (.20 ea.) to be red. immediately.
**Participating.
♦♦Payable on 60% o/s shs. to be redeemed Jan. 28.

Municipal Bonds

January 18, 1955

	Coup. %	Matur.	Bid. $	Ask. $	Yld. %
Calgary ...	3½	'69	96½	98½	3.60
Edmonton ...	3½	'69	96½	98½	3.60
Halifax	3½	'66	96	98	3.75
Hamilton ..	3	'67	94	96	3.50
Montreal ..	3	'70	90	92	3.65
Moose Jaw	3½	'60	97¾	99¾	3.55
Ottawa	3¼	'68	99	101	3.15
Regina	3	'64	92¾	94¾	3.60
S. J'hn N.B.	3½	'65	95½	97½	3.80
Toronto ..	3	'68	93½	95½	3.40
Vancouver .	3¾	'69	99	100	3.75
Victoria ...	3¾	'68	98	100	3.75
Windsor ...	2¾	'75	77	79	4.25
Windsor ...	2½	'75	73½	75½	4.25
Windsor ...	3½	'75	87½	89½	4.25
Winnipeg .	3	'69	93¾	95¾	3.40

STOCK MARKET SUCCESS STORY

After 24 years of hard knocks and study, the author learned the secret of "beating" the market — without taking needless risks. She made a fortune in stocks, has never averaged less than 35% per year! The most important financial lesson in your life — written in delightful, non-technical style. "BUY LOW — SELL HIGH." Postpaid $2.

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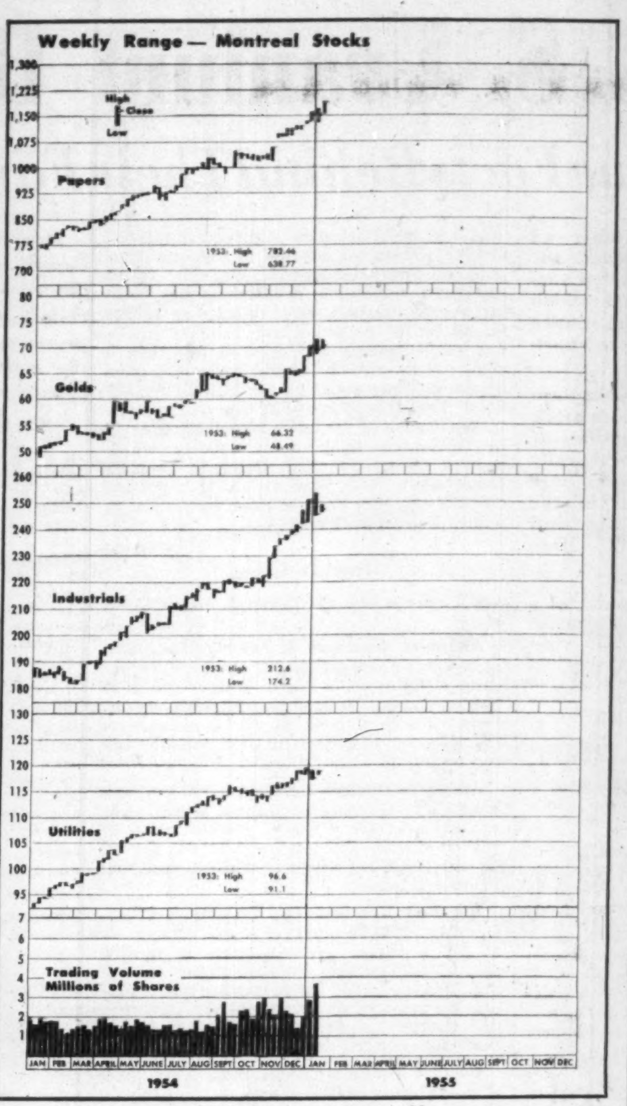

Market Comment on page 36

Unlisted Mines, Oils

(By the Broker-Dealers' Ass'n of Ontario)

Approximate quotations, 3.30 p.m., Jan. 17, subject to confirmation and change. An asterisk (*) indicates an increase in price, a dagger (†) a decrease in price.

	Bid	Ask		Bid	Ask
Abenakis	1½	3	Mar Bird	2	4
Advance	5	7	Maree	5	7
Alexander	3½	5	Mate Yel	5½	7
Ama Kir	2	4	McManus	2	4
Amax	20	25	McCuaig	1½	3
Anamq	2	2½	Milliken	*63	66
Anuwon	*53	58	Miles RL	1	3
Arctic	2	3	Mindus	14	17
Aurora	15	20	Mt Keno	2½	3
Beacon	5	8	Mohawk	1	3
Belfast	24	27	Murmac	2½	3½
Bi Ore	†2	4	Nama C	†30	34
Biroco	2	3	Nat New	3	5
Black B	*185	195	New Aug	4	6
Blondor	1½	2	New Mal	3	5
Bl Grass	†26	29	N Rdwood	5	7
B McDade	5	7	New Wal	1	3
Bourlamaq	1	3	Nickel L	19	22
Braminco	5	10	Nick O	75	100
Br Breest	3½	5	Nipiron	19	22
Bright RL	1	3	Norbec	12	17
Brunet	*21	24	Norbeau	60	70
Camlaren	2	4	Norcourt	1	3
Camray	2	4	Norford	1	3
Can Rad	36	40	Normar	1	3
Canalask	8	10	Obsk '45	16	18
Captain	3	4	Orchan	17	19
Cn Mag	2.00	2.25	Oklend	7	9
Cdn Lith	*74	79	O R Met	†39	45
Cent Man	9	11	Ortona	2½	4
Clinger	12	15	Orofino	6	8
Clix	†22	25	Pascalis	5	7
Columbier	1	2	Pater	*57	60
Columind	5	7	Payne	1½	2½
Comstock	9	12	Peach	†975	1050
Conecho	†35	40	Pelangio	1½	2½
Con Cop	13	14	Phelps	1	2
Cordell	40	43	Pitchvein	*47	52
Crack S	35	45	Plum	850	1000
Craibbe	17	19	Polestar	*20	23
Croyden	2	4	Presdor	1	3
De Sant	2	4	Privateer	2½	..
Destorad	*9½	11½	Quejo	4	6
Derlac	1	2	Quest	1½	3
Dom Ex	12	15	Quyta	3	5
Dunvegn	*12	14	Rainville	38	43
Durham	14	17	Rand M	7	9
East Lun	*8	10	Randona	2	4
Echo Ind	3	5	Redbark	26	..
El Bonan	3	4	Redcon	4	6
Elmac	2	4	Redruth	1	3
Farcroft	38	42	Rhyolite	1	2
Forty Fr	75	100	Richgroup	9	11
Gan Cop	2	3	Rugged	2	4
Glenbrk	13½	16	Russet	3	4
Glencona	3	4	St. Mary	*58	60
Goldmaq	*12	15	St. Michl	*40	43
Gov Gold	6	8	Salmita	†6	8
Gr Chib	85	100	S Dufault	2	4
Greenlee	5	7	Sheldon	10	12
Gui Por	68	73	Silv Lake	1½	3
Harker	3	4	Snow L	3	5
HG Yung	17	20	Starlight	10	12
Hornfault	10	12	SN Rim	†21	24
Hotstone	3	4	SM Zone	24	27
HU Cmp	20	25	Sunbear	1½	2½
Independ	20	22	Tazin	12	13
Indian M	6	8	U Ridge	†125	130
Insco	10	15	Vaux Duf	*3	5
Iso	*51	54	Viking	12	16

Willroy Hole Low in Copper

Diamond drill hole No. 81 drilled by Willroy Mines Ltd. on its Manitouwadge property returned zinc and silver values but only trace copper.

Drilled south at 55 degrees to cut the East extension of No. 3 zone 600 ft. east of No. 68, the hole intersected 5.1 ft. core length averaging: Copper, trace; zinc, 4.7%; silver 1.08 oz.

Unlisted Mines, Oils

(Compiled from Quotations by G. E. Leslie & Co., Montreal)

January 18, 1955

Stock	Bid	Offer	Stock	Bid	Offer
Absam	19	20	New Malar	3	4
Adnor	6	7	New Augur	5	7
Anthonian	36	38	New Pen	5	8
Belmont	4	8	Nipiron	16	19
Burnt H.	365	375	Norbeau	65	75
Calumet C.	13	16	Oklend	5	7
Can. Lith.	74	77	Ont. Nick. n	8	10
Clinger	12	14	Pascalis	5	8
Cont. Cop.	12	14	Power Ur.	28	30
Dawmac	100	103	Provincial	2	4
Derogan	49	50	Que. Beryl	19	20
Frebert	5	7	Quedon	60	65
Fundy Bay	9	11	Quejo	4	6
Garland	..	30	Rainville	39	41
Glencona	3	4	Rand Mal	7	9
Goldmaq	12	14	Redcon	5	7
Greenlee	3	5	Roymont	13	15
Imp. Min	33	35	St. Mich'l	38	42
Independ	21	24	St. Simon	16	18
Int. Asb.	5	6	Scott Chib	4	4½
Kamlac	8	10	S. Bachelor	9	11
Kenbay	6	8	Starlight	10	12
Kenmac	99	104	Sudb. N.R.	22	25
King Cop.	34	38	Titanium	46	50
Lassie	4	6	Trans. D.	14	17
Lorie New	4½	5½	Ur. King	23	25
Lun Echo	35	39	Wesley	3	5
Mac Kellar	27	30	Wadasa	5	6
Montgom'y	4	5	Wm. Leys	18	23
Nat'l Mal	4	5	Young Dave	6	8

Unlisted Mines, Oils (continued)

Jardun	31	35	Wadge	6	9
Jerome	†12	15	Wesley	3	5
Kamlac	8	10	West RL	1½	2½
Ken Bay	6	8	W Wasa	*7½	9
Kenda P	3	5	Y David	7	9
Kenog	9	11	Yellw vt	250	..
L Rong	65	80			
L Nord	*140	145	**OILS**		
Larum	12	14	Albfield	3	6
L Expan	†21	24	C Sup	1150	1200
Lassie	4	6	Franco	28	35
Lowr Can	2	4	Major Oil	1	2
Lun Ech	35	38	N Ranch	9	10
Magoma	31	34	O Smoky	†8	10
Mallen	2½	4	Paig Pet	*9	12
Man Ech	15	18	West Lock	5	7

Volume of Stock Sales

	Montreal	Toronto	Calgary	Vancouver	New York
Jan. 17	669,700	7,789,000	475,795	......	4,510,000
Jan. 14	658,200	6,759,000	460,500	335,676	3,750,000
Jan. 13	651,600	7,917,000	189,120	221,093	4,470,000
Jan. 12	649,800	6,440,000	243,240	217,264	4,590,000
Jan. 11	709,400	7,664,000	236,562	160,436	5,050,000

Record of Financing

Sales by Municipalities, Provincial and Dominion Governments. Offerings of Corporation and Foreign Securities

PROVINCIAL

Province of New Brunswick — 3¼% sinking fund debentures, due Feb. 1, 1970, $11,500,000. Dated Feb. 1, 1955. Offered at $96.25 and accrued interest to yield approximately 3.57% by Dominion Securities Corpn. Ltd., Bell, Gouinlock & Co. Ltd., Nesbitt, Thomson & Co. Ltd., Wood, Gundy & Co. Ltd., McLeod, Young, Weir & Co. Ltd., Greenshields & Co., Inc., Gairdner & Co. Ltd., A. E. Ames & Co. Ltd., Mills, Spence & Co. Ltd., L. G. Beaubien & Co. Ltd., Eastern Securities Co. Ltd., Cochran, Murray & Co. Ltd., James Richardson & Sons, F. J. Brennan & Co. Ltd., Burns Bros. & Denton, Ltd., Stanbury & Co. Ltd., W. C. Pitfield & Co. Ltd., Equitable Securities of Canada Ltd. and J. C. Mackintosh & Co. Ltd.

CORPORATE

Imperial Bank of Canada — Additional capital stock. Offered to shareholders on the basis of three shares for each seven shares held at a price of $32.00 per share and by Dominion Securities Corpn. Ltd., Wood, Gundy & Co. Ltd., A. E. Ames & Co. Ltd., McLeod, Young, Weir & Co. Ltd., J. R. Timmins & Co., Harris & Partners Ltd., Gairdner & Co. Ltd., James Richardson & Sons, Royal Securities Corpn. Ltd., Watt & Watt, J. H. Crang & Co., Draper Dobie & Co., C. M. Oliver & Co. Ltd., W. C. Pitfield & Co. Ltd., Bell, Gouinlock & Co. Ltd., Mills, Spence & Co. Ltd., Burns Bros. & Denton Ltd., Olser, Hammond & Nanton Ltd., T. A. Richardson & Co., Geoffrion, Robert & Gelinas, Inc., Midland Securities Corpn. Ltd., J. R. Mooney & Co., L. G. Beaubien & Co. Ltd., Cochran, Murray & Co. Ltd., G. E. Leslie & Co., F. W. Kerr & Co., Wills, Bickle & Co., Doherty, Roadhouse & Co., Dominick Corpn. of Canada, Houston, Willoughby & Co. Ltd., Tanner & Co. Ltd., McDougall & Christmas, Moss, Lawson & Co., Intercity Securities Corpn. Ltd., Norris Securities Ltd., D. M. Duggan Investments Ltd., Fraser, Dingman & Co., Equitable Securities Canada Ltd., Bartlett, Cayley & Co. Ltd., H. C. Flood & Co. Ltd., R. A. Daly Co. Ltd., Dawson, Hannaford Ltd., Thomson & McKinnon, Fry & Co., A. E. Osler & Co., Craig, Ballantyne & Co., Carlile, McCarthy Ltd., Kippen & Co., Inc., Wisener & Co. Ltd., Bunting & Skaith, Major & Co., R. Moat & Co., Stanbury & Co. Ltd., Oldfield, Kirby & Gardner Ltd., Walwyn, Fisher & Co., Biggar & Crawford, E. M. Saunders Ltd., W. D. Latimer & Co. Ltd., A. F. Francis & Co. Ltd. and Morgan & Co.

ST. JEROME, QUE. School Board has sold $220,000 3¼%-4% bonds due 1955-74 to A. E. Ames & Co. at 97.58. Net cost 3.99%. Grant of $129,096. Net funded debt June 30, 1954, $875,500; population 20,275.

Investment Trusts

	Divd. pd.▲ cents	Bid $	Ask $
Affiliated Funds .	......	5.75	6.22
Balanced Mut. ..	15(13)	4.68	5.14
Can. Invest. Fund	29(28)	7.63	8.37
Canafund	110(110)	29.50	32.30
Com'wealth Inter.	26(23)	6.48	7.12
Corporate Inv. ...	26.5(25)	7.30	7.93
Diversified Inc. shs. B	10(11)	3.25	3.50
Dom. Equity Inv.	40(33)	...	...
Grouped Inc.	16.5(19.1)	6.29	6.86
Inter-Amer.	......	10.84	11.91
Investors Mut. ..	29(28.5)	8.29	8.96
Leverage Fund ..	20(21)	4.79	5.26
Mut. Ac. F.	22.546	5.14	5.58
Mutual Income ..	18.20	4.43	4.81
Resources of Can.	10(20)	6.20	6.81
Sup'vised Amer. .	6	5.19	5.24
Sup'vised Gr'th Fund	4.5+Stk.	2.21	2.23
Sup'vised Inc. Fund	22+Stk.	4.15	4.19
Timed Invest. ...	20.(20)	†5.10	*5.10
Trans-Can. A	75.4(77)	22.75	...
Do. B	78.6(81)	22.80	...
Do. C	19.6(17.2)	4.65	5.00

†Less or (*) plus stock exchange commission.

Okanagan Buys Ontario 'Copters

An agreement signed this week marks yet another step in the rapid expansion of Okanagan Helicopters' Ltd. (Financial Post, Jan. 8.)

G. W. McPherson, president of the company, traveled to Toronto from his Vancouver office to arrange the take-over of Kenting Aviation Ltd.'s helicopter fleet. The Kenting helicopters — two Bell 47s and a Sikorsky S-55 — have been used in co-operation with Photographic Survey Corp. of Toronto.

Under the agreement, the aircraft, a supply of spare parts, and any of the pilots and ground crew who wished, have joined Okanagan.

Two other smaller Hiller machines of the fleet will be sold separately.

Announcing the takeover, Mr. McPherson said the additional machines would be operated by United Helicopters Ltd. a subsidiary of Okanagan formed for flights in Eastern Canada. They will continue vital development work in the north.

Okanagan claims the purchase — which puts their fleet up to 16 Bell 47s and seven S-55s — makes it the world's largest civil operators of helicopters.

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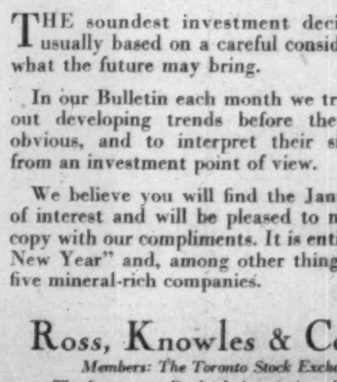
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Looking Ahead . . .

THE soundest investment decisions are usually based on a careful consideration of what the future may bring.

In our Bulletin each month we try to point out developing trends before they become obvious, and to interpret their significance from an investment point of view.

We believe you will find the January issue of interest and will be pleased to mail you a copy with our compliments. It is entitled "The New Year" and, among other things, reviews five mineral-rich companies.

Please fill in and mail.

NAME

ADDRESS

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Members: The Toronto Stock Exchange
The Investment Dealers' Association of Canada
25 ADELAIDE ST. W. EM 8-1701 TORONTO
Hamilton Brantford Windsor Sarnia
Sudbury Brampton

DIVIDEND NOTICES

THE CANADIAN BANK OF COMMERCE

DIVIDEND NO. 272

NOTICE is hereby given that a DIVIDEND OF THIRTY CENTS per share on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st January 1955 and that the same will be payable at the Bank and its Branches on and after Tuesday the First day of February, 1955, to Shareholders of record at the close of business on 31st December, 1954. The Transfer Books will not be closed.

By Order of the Board.

N. J. McKINNON,
General Manager.

Toronto, 17th December, 1954.

INVESTORS MUTUAL OF CANADA LTD.

DIVIDEND NOTICE

Notice is hereby given that a dividend of 7 cents per share has been declared on the outstanding Capital Stock of the Company, payable on February 14th, 1955, to shareholders of record at the close of business on January 31st, 1955.

E. G. O. HOWARD,
Secretary.

WINNIPEG,
January 12th, 1955.

DISHER STEEL CONSTRUCTION COMPANY, LIMITED

Preferred Dividend No. 101

Notice is hereby given that the regular quarterly Dividend of Thirty-seven and One-half Cents (37½c) per share has been declared on the Class "A" Cumulative Redeemable Preference Shares of the Company, payable February 1st, to Shareholders of record at the close of business January 14th, 1955.

By Order of the Board.

A. B. LOCKLEY,
Secretary.

Toronto, January 10th, 1954.

Agnew-Surpass

SHOE STORES LIMITED

DIVIDEND NOTICE
Common Shares
63rd Consecutive Dividend

A quarterly dividend of ten cents (10c) per share has been declared on all issued common shares of the Company payable March 1 next, to all shareholders of record at the close of business January 31 1955.

By order of the Board,

J. C. WHITE,
Secretary-Treasurer

Brantford Ontario.
January 12, 1955.

CANADA SAFEWAY LIMITED

DIVIDEND NOTICE

Notice is HEREBY GIVEN that a cash dividend of $1.25 per share on the outstanding 5% Cumulative Redeemable Sinking Fund Preferred Shares of the Company, both First and Second Series, has been declared payable March 1, 1955, to the respective holders of such preferred shares of record at the close of business February 1, 1955.

By order of the Board.

D. C. McGAVIN,
Secretary.

January 12, 1955.

ANGLO-CANADIAN TELEPHONE COMPANY

Preferred Dividend Notice

NOTICE is hereby given that a dividend of One and One-Eighth percent (1⅛%) has been declared on the 4½% Cumulative Preferred Stock of the Company for the quarter ending January 31, 1955, payable February 1, 1955 to Stockholders of record at the close of business on January 10, 1955.

By Order of the Board,

CAMERON HOUGH, F.C.I.S.
Secretary.

Montreal, January 3, 1955.

ANGLO-CANADIAN TELEPHONE COMPANY

Class A Dividend Notice

NOTICE is hereby given that a dividend of One and One-half percent (1½%) has been declared on the Class A Stock of the Company, payable March 1, 1955 to Stockholders of record at the close of business on February 10, 1955.

By Order of the Board,

CAMERON HOUGH, F.C.I.S.
Secretary.

Montreal, January 3, 1955.

THE ONTARIO LOAN AND DEBENTURE COMPANY

ANNOUNCEMENT TO SHAREHOLDERS

The Directors on 11th instant declared, from the earnings of 1954, an extra dividend to Shareholders of 1% (10 cents per share on which par value is $10.00) on the present paid up capital stock of the Company, payable on 1st February, 1955, to Shareholders of record at the close of business on the 21st January, 1955.

F. E. A. McKELLAR,
Secretary.

London, Ontario,
12th January, 1955.

A. J. FREIMAN LIMITED

Notice is hereby given that the quarterly dividend of 1⅛% upon the outstanding Preference Shares of the Company and twelve and one-half cents (12½c) per share on the Common Shares has been declared. These dividends are payable on and after the first day of February, 1955, to holders of record at the close of business on the 25th day of January, 1955.

DATED at Ottawa this 15th day of January, 1955.

LAWRENCE FREIMAN,
President.

DIVIDEND NOTICE

PEOPLES CREDIT JEWELLERS LIMITED

Notice is hereby given that a semi-annual dividend of fifteen cents per share, plus a bonus of five cents per share, has been declared on the Common Shares of the Company to be payable on Tuesday, February 15th, 1955, to shareholders of record at the close of business on Monday, January 31st, 1955.

By Order of the Board.

BERTRAND GERSTEIN,
Secretary.

Those U.S. Uranium Bargains

Here Are Some Facts Behind Their Fantastic Boom

In recent months, a number of "warnings" have emanated from the United States about speculative Canadian uranium stocks—warnings which have tended to discredit the entire uranium industry because of the shortcomings of the relatively few.

But in the U. S., itself, the uranium boom is running wild. Mammoth stock capitalizations, inordinate quantities of stock taken for properties, practically unlimited stock price mark-ups, have created an unstable situation in the western United States despite the "full disclosure" required by the SEC. Here is an eye-witness report.

BOULDER, Col.—"Fantastic" would be a good way to describe the present uranium boom in the Western United States.

It's fantastic because of the almost religious fervor with which elderly ladies, bridge club girls are out to buy uranium stocks — any uranium stock.

It's fantastic because of the mushroom growth of "uranium stocks" of little or no indicated worth in a land where the SEC is supposed to have eliminated the stock racketeer.

It's fantastic because of the loaded type of stock deal which in a multitude of cases sets the odds against the investor even though he thinks he is getting "something cheap" since he is only paying a few cents a share.

From a brief study of Canada's largest mine financing province, Ontario, it is obvious that a boom like the one we are having here would be looked on askance and could probably never be allowed to happen.

There is virtually no limit to share price mark-ups here, no limit on the part of a company's share capital which can be taken for properties, no arrangements for pooling of property shares to give treasury financing a chance. Mammoth capitalizations are the rule. SEC regulations require full disclosures but for the kind of people that are buying these "froth and fury" uranium issues, a prospectus is practically meaningless.

Here is a typical case history of how someone here gets into the uranium business today:

An elderly lady with a determined look approached recently the girl at the information desk in a Salt Lake City broker's office.

"Good morning," said the broker's girl. "What can we do for you?"

"I want to buy some uranium stock."

"Which stock do you wish to buy and how much have you to invest?"

"It doesn't make any difference . . . just so I get $50 worth of uranium stock! I don't care which one it is. Every girl in my bridge club has some uranium stock and that's all they talk about . . . I want some too!"

Similar situations are being repeated daily in a dozen U. S. cities.

Penny-Stock Plungers

The plungers have come not just from the Rocky Mountain area where every man, woman and child is uranium-conscious due to the enormous amount of publicity given the early millionaires made by big discoveries, but from other large cities of the United States. Most of the investments in penny stocks made in small amounts came from the Rocky Mountain area but sizeable sums have been invested by people in New York, Houston, Dallas, Los Angeles and San Francisco. Some firms are even promoting on the basis of properties located in Canada.

The Salt Lake City Stock Exchange, which was "dying on its feet" in 1953, has bounced back with amazing vigor. Denver is showing new life as a result of the penny uranium stock boom. From midsummer of 1954 to the end of the year some $20 millions in such uranium stocks were approved for underwriting by the Utah Securities Commission. New brokerage firms sprang up in both cities.

Many veteran and established brokerage firms have viewed the whole thing as fraught with peril and something they are studiously advising their clients to be careful. One such firm has issued a warning against investors purchasing such issues. Others such as Bache & Co. and Merrill Lynch, etc., are careful to avoid publicity for such issues. But, in many cases, the public have taken the bull by the horns and are forcing purchase of such issues. The low calibre of many of these penny uranium promotions is evidenced by an accelerating rate of merger, and some casualties. But as quickly as one casualty was made known two more issues sprang up to take its place. The usual systems of high-pressure selling has kept the pot boiling with a savory stew for the promoters.

Some investment authorities believe that the average man's trust in the regulations of the U. S. Securities & Exchange Commission had much to do with the plunging in the penny stocks. Actually the SEC and laws under which it operates only require full disclosure and do not attempt to regulate company set-ups, price-spreads, etc. The result has been numerous uranium issues with large capitalization, huge blocks of shares issued for properties, shares sold at just a few cents a share and even at less than a cent. Multi-million share volumes have appeared many times on the Salt Lake City Stock Exchange because of this reason. The terrific spread of the fever is further reflected in November bank debit reports which showed Grand Junction, Colorado (a relatively small city), leading all 41 reporting cities of the 10th Federal Reserve District in gains. Denver was up 20%.

How It Goes!

Here are a few examples of what's going on.

Altamont Uranium & Mining, Inc., Salt Lake City—Offering 750,000 shares of 5c par value stock at 40c a share. Authorization 15 million shares. Outstanding 2,227,750 shares. Firm owns 15 unpatented mining claims and has lease on 14 others in Utah and Nevada and option on 53 in Colorado.

American Duchess Uranium & Oil Co., Salt Lake City—Offering 1.5 million shares of 5c par value at 20c a share. Authorization 20 million shares. Outstanding 1,086,000 shares, including 336,000 issued for $16,800 cash and 75,000 for leases.

Big Red Uranium Co., Oklahoma City—Offering 2,940,000 shares of 1c par value stock at 10c a share. Authorization 15 million shares. Outstanding 2,040,000 shares, including 1,040,000 issued for properties and a million for services by underwriters. Option to underwriter to purchase at 1c a share one share for each five sold.

Contact Uranium Mines, Inc., New York City—Offering 500,000 shares of 1c par value stock at 10c a share. Firm has one mine and five unpatented mining claims.

Gem Uranium & Oil Co., Salt Lake City—Offering 1 million shares of 1c par value stock at 2c a share. Authorization 14.5 million shares. Outstanding 2,127,000 shares, including 2 million issued for properties and 127,000 for $1,270 cash.

Rushmore Uranium & Oil Corp., Rapid City, S.D.—Offering 2 million shares of 1c par value stock at 15c a share. Authorization 7.5 million shares. Outstanding 3,616,406 shares issued for properties.

The Rocky Mountain News of Denver checked on one such new venture, Chesapeake & Colorado Uranium Corporation, whose promoters were from the state of Alabama. It reported that the company had asked SEC approval to sell 750,000 shares of its stock to the public at $1 a share. Francis M. Tompkins, head of the firm, would get an additional 828,000 shares for 11½c a share. His partner would get 200,000 more shares for 6.17c a share. A family concern would get an additional 415,000 shares for 11½c a share, and some friends would get 33,800 shares for 50c.

The article pointed out that this would result in the public paying about four times more than the "ground floor" investors and getting back only half as many shares of the company.

Issues to Buy Claims

Some uranium companies, particularly those which can be classed in the "penny" category, are selling stock even to buy claims. Though their offerings are labeled "as a speculation" by the SEC these words seem to matter none at all to the buyers. A number of such uranium companies have had to raise money again to pay for their development costs after buying their claims with their initial stock issue.

As the experienced well know, a statement to the effect that a company has "165 mining claims" can mean little or nothing. Regulations concerning mining companies, even in the mining states, are not too strict, particularly with respect to those starting out on a purely speculative basis. Almost no protection with respect to financial solidarity is given the prospective investor. The SEC regulations and laws requiring full disclosure of information at the time the offering is made provide no index to the financial picture of the company.

For example, in Ontario, Canada, not more than about 25% of a company's authorized capital is issued as consideration for properties. In some penny stock companies of the United States no effort has been made to maintain any such balance and little regulation exists to enforce them. As noted above many such companies have expended an entire stock issue for claims and properties and had to refinance, merge or sell out to find out whether or not their properties actually had any uranium value.

In Canada arrangements usually provided for escrowing at least 90% of shares issued for property to prevent competition of vendor shares with treasury shares during financing. Here any such restrictions on these particular penny stock companies are self-imposed by the board of directors of companies involved. Such a provision is usually ignored mainly because many issues are being floated not only by speculators themselves but with the aid of new security houses launched solely for quick profit on the current boom market in these penny uranium stocks.

Here are quotations on U. S. and Canadian uranium stocks as of the same day recently. The comparisons do not reflect on any individual stock; they are presented to show the extreme range in the market price of issues in the two countries.

United States	Bid $	Asked $	Canadian	Bid $	Asked $
Absorka	¾	.01	Alg. Ur.	9.00	9.20
Alco	.01¼	.01¾	Baska	.37	.38
Apache	.05	.05½	Beaver-lodge	.55	.57
Arrow	.01½	.02	Beta G.	.19	.20
Atlas	.09	.11	bonville	.12	.12½
Atomic	.01¼	.01¾	Buckles U	1.25	1.30
Bow Knot	.01	.01½	Cons. Hall	.30	.31
Capitol	.47	.57	Calder Bous	.24	24½
Cher. Utah	.02¾	.03½	Chimo	1.60	1.61
Comanche	.01½	.02	Gen. Lake	.25	.26
Comstock	.07½	.08½	Goldfields	.70	71
Congo	0.1½	.02	Gra. Bous.	.28	.29
Consol.	.95	1.15	Gunnar	9.30	9.40
East Lisbon	.02	.02½	Homer	.27	27½
Federal	.09	.10	Lorado	2.34	2.35
Geronimo	.03¾	.05½	Meta	.24½	.25
Imperial	.01½	.02½	Nat. Ex	.48	.49
Inter-mountain	.01¾	.02¼	Nesbitt	2.30	2.34
Interstate	.04	.04½	N. Delhi	1.04	1.05
King Mi'as	.01¾	.02	New Mylam'que	.40	.41
Mohawk	.01¼	.02	Pitch Ore	.14	.15
Redman	.01¼	.01¾	Ray Rock	1.01	1.02
Seagull	.01¼	.01¾	Radiore	1.04	1.05
Uran Corp.	.02½	.03½	Rix Ath.	.26	1.30
Uran. Serv.	.01¼	.02	Sudbury	.30	.38½

After the Big Kill

The provision of a minimum sum for the treasury (10c a share in Ontario, for example) so that a company will have some assurance of securing funds to do some work is often ignored. Most of the speculators here are after the "big kill" with the other fellow's money, and their sole concern is to snap up claims with the hope that sheer luck will provide the multi-million dollar find. The odds, as experts keep pointing out, are poor.

To make matters worse it was discovered last month that mantles for a leading make of gasoline lamp were being used to "salt" uranium claims on the Colorado Plateau.

The mantles, which are reduced to a hard, white ash in burning of gasoline vapors in the lamp, reportedly contain radio-active thorium alloys. The ash is lowered into core holes with about a half pound of black powder. The powder is set off, and the ash is blown into the side walls of the hole. Run a probe tool past the salted area, and you get a nice kick. It helps some people believe they are buying a mine instead of a swatch of country rock.

A fourth comparison between the penny uranium stock capitalization and the established practice in Canada is in stock dilution. Authorized capitals of seldom more than six million shares are the rule in Canada. The sky is the limit for most penny uranium offerings in the United States.

It has also become fundamental in Canada to give assurance that not too large a proportion of unissued treasury shares will be committed at "penny" prices so that a company will not be forced to reorganize to achieve a means of success. The current wave of mergers and reorganizations in the penny uranuim stocks in the United States shows how little attention has been given to this safeguard.

Higher Casualty Rates

Late in December some 150 stockholders of Federal Uranium Corp. voted to hand control of the firm over to a syndicate representing financier Floyd B. Odlum, New York City. Shareholders approved 25 to 1 a de-splitting or shrinkage of outstanding stock. Par value of the shares was changed from 1c to 25c a share. Some 8 million shares in the hands of the public are to be converted to 320,000 shares.

Other such mergers are forecast for the future and offer the main hope of many investors in penny uranium stocks. Casualty rates of such companies during the coming year, most experts believe, will be exceedingly high. There are some indications that a few "bargains," where they do exist, will snapped up by such financiers as Odlum, major mining companies and the big American oil companies, many of which have become active in the uranium field.

Such considerations seem to be far from the minds of most penny stock promoters and buyers in the United States today.

The passion to own a few shares of uranium stock, as in the elderly lady's case in Salt Lake City, remains the top motive.

Month in and month out the publicity given to early uranium winners like Charlie Steen and other multi-millionaires have helped to create the illusion that the average Joe and Jane Smith can get rich for a $25 or $50 investment.

We checked with a number of sources in both Utah and Colorado as to where the "penny buyers" were coming from.

As stated before, some funds are coming from distant cities in fairly large amounts by experienced investors. Most of these people specifically point out that they do not want to buy the "penny" stocks. Customers for the pennies are chiefly the very small investor who never before put a dollar into stocks.

For a single dollar bill he wants to and here he can acquire a BIG 100 shares of stock in a uranium company.

It's wonderful. But the day of sad and painful reckoning is coming.

Grain Prices

Chicago Futures

Week to Jan. 17, 1955

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close Jan. 17
		Wheat—			
2.34¼	2.09¼	Mar.	2.31¾	2.28¼	2.28¼
2.30¼	2.07	May	2.28¼	2.24⅜	2.24¾
2.18¾	1.97¼	July	2.14¼	2.10½	2.10½
2.20½	2.09¼	Sept.	2.16¼	2.12½	2.12½
2.18¾	2.17¾	Dec.	2.18¾	2.16	2.16
		Corn—			
1.63½	1.53⅜	Mar.	1.55⅜	1.53¾	1.54½
1.65½	1.54¼	May	1.58	1.56¼	1.56⅞
1.66½	1.55½	July	1.59¼	1.57⅞	1.58¼
1.61	1.53⅜	Sept.	1.55¾	1.53⅜	1.54¼
1.49¼	1.45¾	Dec	1.48⅜	1.45¾	1.45¾
		Oats—			
.85⅜	.74½	Mar.	.77¼	.75¼	.75¾
.85	.72⅝	May	.75¼	.73⅜	.74
.77¾	.68⅝	July	.71⅜	.69¾	[illegible]
.72¼	.70	Sept.	.71⅜	.70	.70¼
		Rye—			
1.53¼	1.13¾	Mar.	1.22½	1.17¾	1.21½
1.55¼	1.16¾	May	1.25¼	1.20½	1.24¼
1.46	1.18½	July	1.26	1.21½	1.25¾
1.28½	1.20¼	Sept.	1.27¼	1.24	1.26½
		Soybeans—			
Jan.			2.83½	2.75¼	2.77¼
Mar.			2.77¾	2.69¼	2.70¼
May			2.77¼	2.66¼	2.63½
July			2.74½	2.65¾	2.66
Sept.			2.56⅞	2.50½	2.50¾
Nov.			2.47	2.42	2.42½

Chicago Cash

	For Week Jan. 17 High	Low	Prev. High	Week Low
Corn—				
2 Yell. (new)	1.57¼	1.55½	1.58	1.57¾
Oats—				
1 H. Wh.	.88	.86¾	.88¼	.87¼

Winnipeg Futures

Week to Jan. 17, 1955

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close Jan. 17
		Oats—			
.86½	.69¾	May	.83¾	.80¼	.80⅞
.83¾	.77	July	.80¾	.77⅞	.77⅞
.79	.74¼	Oct.	.77¼	.74¼	.74⅜
		Barley—			
1.20⅞	.95¼	May	1.18¼	1.16⅜	1.16¾
1.51¼	1.03¼	July	1.12	1.10¼	1.10½
1.08¾	1.05	Oct.	1.08	1.05	1.05¼
		Rye—			
1.45½	1.06⅞	May	1.19¾	1.16⅜	1.17½
1.40	1.12⅜	July	1.18¼	1.16	1.16⅜
1.20½	1.17	Oct.	1.17⅞	1.17	1.17
		Flax—			
3.09¾	2.56½	May	3.09¾	3.05	3.05
3.05¾	2.56¾	July	3.05¾	3.01¼	3.01½
2.93½	2.84	Oct.	2.90¾	2.85½	2.87½

Winnipeg Cash

	For Week Jan. 17 High	Low	Prev. High	Week Low
Oats—				
2 C. W.	.91¼	.93½	.95¾	.94½
3 C. W.	.86½	.84⅜	.88½	.87¼
Barley—				
1 Feed	1.15¾	1.14⅜	1.16¾	1.15⅞
2 Feed	1.13⅜	1.14¼	1.15½	1.14¾
1 Malt	1.29⅞	1.27¾	1.30¾	1.30¼
Rye—				
2 C. W.	1.15½	1.13¾	1.18	1.14¾
1 C. W.	1.13¼	1.13¾	1.18	1.14⅜

GREAT WEST COAL COMPANY, LIMITED

DIVIDEND NOTICE

Notice is hereby given that a quarterly dividend of twelve and one half cents (12½c) per share on the outstanding Class "A" shares of the Company has been declared payable on February 15th, 1955, to shareholders of record at the close of business on January 31st, 1955.

By order of the Board.

T. L. MATHIE,
Secretary-Treasurer.

Brandon, Manitoba,
January 11th, 1955.

POST-LOSS ORDER: SCIENTIFIC PROTECTION FOR COMMODITY TRADERS

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Market Comment

What stocks and bonds are doing and what prominent observers say

Some steam was running out of Canadian speculative markets this week as New York went into a second tailspin. Boardrooms are still crowded, however, as interest in uranium drill hole issues mounts to new peaks. Each promising new drill hole intersection widens the rapidly lengthening list of new bets, boosts the daily trading activity to new heights. One issue alone—Baska Uranium—traded 1,156,000 shares in a single day this week.

New York's comeback after its second major sinking spell in a week was not too convincing in its early stages. Volume was failing to pick up appreciably on the slow, cautious recovery move. Monday's penetration of last week's low point was being interpreted bearishly by most market technicians who now look for a further extension of the secondary market setback which got under way over a week ago.

* * *

FRANK G. LAWSON; Moss, Lawson & Co. (Toronto)

According to press reports emanating from Washington, London and Paris, Government authorities are becoming concerned over the increasing amount of speculation now evident in most security markets. Intent as all governments are to have a high degree of business activity and as little unemployment as possible, various schemes have been adopted to accomplish this end: if these have resulted in over-speculation in securities, then other means will be used to keep this speculation within bounds. Already in the United States, the margin required for collateral loans on stocks has been increased from 50% to 60%. Also, interest rates have firmed up, and bond prices are lower. There is now some talk of credit restriction.

These policies, if continued and intensified, as I think they will be, will not only slow up speculation, but will also slow up business, so that the net effect will be a widely fluctuating stock market.

The money managers in Washington and London are only human beings, after all, and some experiments with the use of interest rates and credit will be successful, others will fail dismally, so my guess is we are going to have a very interesting year.

The volume of business being done will likely remain at a high level during 1955 as a result of a high national income and increasing population.

Therefore, we think that most companies now paying dividends will continue to do so. Good management will play a greater part in the success or failure of companies because competition will be keener. More than ever, investors should consult their investment advisors more frequently so as to keep abreast of current developments.

* * *

E. G. BULMER; Trends & Timing (Toronto)

For the first time since the end of World War II, those who are prone to forecast the outlook for the coming year are pretty well unanimous in their appraisal of conditions. According to the consensus, business in 1955 is going to be "generally good" and the assumption is that the market will be also.

The economy, according to our study of the flow of money through the banks, is expanding and we concur in the above observation, reserving the right to change if and when our process of evaluation warrants it.

Judged solely on the action of the averages, which have appreciated 135% since the upward movement began in mid '49, the market looks high. On the more realistic valuation of price times earnings, stock prices are not too far out of line although there has been a tendency recently for this measure to widen out.

There has been a change in the basic reasoning in regard to the purchase of common stocks. The "new look," if it can be so termed, endeavors to project the estimated growth of earnings and the probable ability to improve dividend payouts several years hence, and the buying seems to be based on this new approach rather than the time-honored method of considering the current yield on stocks. How successful this new trend will be is a matter that the future will decide. Nonetheless, it is one of the reasons for the high price level of the stocks of the better known growth situation.

Another factor that has a decided bearing on the level of the market is the large flow of foreign investment capital coming into Canada. This serves to exert added upward pressure on the already limited floating supply of available investment stocks.

Since the U. S. election the market appears to have been moving faster than the improvement in business warrants. This has caused some actual concern in the U. S. to the extent that the Federal Reserve Board has seen fit to sound a warning by increasing the margin requirements from 50% to 60%. The Senate Banking Committee has advocated an inquiry into the action of the New York Stock Exchange, not that they feel anything basically is wrong but—just in case.

In themselves these moves are not expected to put any great brake on the price movement, but like a good many well-meant provisos, they could have an unexpected and far-reaching effect on the psychological aspect of the market. This is a predominating factor in all market movements and any sudden change in the present thinking of the buying public might serve to swing the pendulum too far the other way.

If the reaction currently taking place in the New York market can be attributed to the warnings, mentioned above, it may take somewhat longer to re-establish investor confidence. A reversal of 20% to 30% would not change the primary trend. It would put the market in a much sounder technical position for the next upward surge.

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MINING INVESTMENTS

Lorado Stepping Up Work Shaft Job Starts Feb. 1

Lorado Uranium Mines is widening its work both vertically and laterally — to seek answers on the full extent of its rich uranium ore occurrence.

Another 30 men have been added to the payroll and 90 are now employed. Shaft sinking preparations are well along and it is anticipated that actual sinking for the opening of two further levels below the 220-ft. horizon will get under way Feb. 1.

Favorable results continue to be secured in raising from the 220-ft. level. The raise has now been carried 92 ft. above the level with pre reported grading better than the $43.50 average reported earlier.

Only about 280 ft. of further driving remains to be done to get the south line drive out to objective for the proposed program of flat drilling and exploratory stub crosscuts.

* * *

Silver Highlights

Canada was the Western Hemisphere's—and the world's—third largest silver producer in 1954. So Handy & Harman's "Silver Market in 1954" indicates. Mexico turned out 47 million oz., to lead the world, the U. S. was second with 37 million oz., and Canada was third with 31 million oz.

"Prospects for the silver market today are substantially the same as they were a year ago," the booklet reports. Highlights of the silver business are summarized as follows:

—Stability was the outstanding characteristic of world silver markets throughout 1954.

—Demand for silver in the U. S. dropped substantially in 1954—use in the arts was 19% lower at 85 million oz.

—The Netherlands delivered about 11 million oz. to the U. S. mint in 1954 against lend-lease obligations.

—Mexico's silver policies remained unchanged and are the key to the stability of the market.

—The London silver market assumed increasing significance during 1954.

* * *

"Mystery Uranium"

There is a uranium mine at Beaverlodge which is working underground—and has secured interesting results — but is practically unknown to the general public. It is Cayzor Mines not far distant from Eldorado's Ace mine, an issue which sells at about $4 on the over-the-counter market.

Shaft sinking and crosscutting for a test of ore indicated by some 93 surface drill holes is expected to be completed in March at Cayzor. The program is to extend the shaft to 350 ft. with levels established at 170 and 320 ft. below shaft collar.

Intersections of uranium in Lake zone drill holes included 19.2% U_3O_8 over 1.0 ft., 9.90% over 1.7 ft., 4.23% over 1.6 ft. and 3.60% over 2.1 ft. All these intersections were contained in a uranium-bearing zone which ran from 8.4 to 23.9 ft. in width. In another zone, known as 76-77, values of 6.50% U_3O_8 over 3.4 ft. and 3.04% over 2.4 ft. were secured.

As the experience at Beaverlodge has often been of better values underground than secured in surface drilling, the management is naturally interested in seeing how things may turn out underground.

* * *

Timber Troubles

Bulolo Gold Dredging, Canadian-sponsored company which has gone into the plywood business in New Guinea in partnership with the Australian Government, appears to be working through most of its main troubles.

In the period from Feb. 1 to June 30, 1954, only a "somewhat skeleton and untrained staff" was at first available. There was a loss of $132,802 on sales of just over $200,000.

Although the mill is now trading on a profitable basis, directors feel that many early production and marketing problems have yet to be finally overcome, so that no forecast is being made of potential future profits. However, the company anticipates it will be possible to sell the full production from the annual permitted intake of pine logs.

Bulolo itself has been showing a little better results from the dredging business. Recoveries of U. S. $664,720 from 4,567,700 cu. yds. dredged are reported for three months ended Nov. 30, 1954, as compared with U. S. $591,220 from 3,318,700 cu. yds. in the same period of 1953.

ANNOUNCEMENT

J. NEIL GORDON

The appointment of Mr. J. Neil Gordon as Secretary of the Procter & Gamble Company of Canada, Limited has been announced by Mr. W. E. Williams, President and General Manager. In addition to his new administrative duties, Mr. Gordon will continue to be responsible for the overall direction of the Company's Traffic operations.

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Baska-Beaver L. Cut $73.95/23 ft. In Boundary Hole

An excellent drill hole intersection has been pulled on the boundary of the Baska Uranium and Beaver Lodge Uranium Mines properties at Fredette Lake north of Eldorado's Ace Mine in Beaverlodge area.

In this joint drilling effort by the two companies a high grade 23-ft. section of core assayed $73.95 uranium oxide to the ton. Another 35-ft. section of contiguous radioactive material is now out for assay with results expected by the week end. The radioactive core section was encountered from the 42 to 65-ft. interval in this drill hole being put down to intersect a radioactive fault not expected until the 100-ft. level had been reached.

Another Baska drill is operating about a half mile to the southwest on Virgin Lake where encouraging showings have been made over 180 ft. length, open on both ends, and in another section—60 ft. south—where showings have been obtained over a 95-ft. length still open to the west.

In two days of heavy stock market activity this week both stocks approximately doubled in price.

Lake Nordic Hole Drills Look Good

In its drilling on the down dip extension of the Algom Nordic ore zone, Lake Nordic Uranium's deep hole has entered quartzites at a depth of 1800 ft. The hole is expected to intersect the favorable radioactive conglomerate horizons in about a week's time.

To date the rock formations encountered have lined up well with those cut in the Algom drilling close to the Lake Nordic south boundary.

Receipt of a further $100,000 proceeds of a 100,000 share underwriting at $1 a share—is reported. This makes a total of $965,000 in the Lake Nordic treasury to date.

Mentor Finds Ore in U. S. 'Holders Okay Stock Split

Shareholders of Mentor Exploration & Development Co. who approved a 10-for-1 stock split at a special meeting this week learned that the company has been successful in finding ore in the U. S. and has considerably widened its exploration and mine financing activities both in Canada and the U. S.

Highlight of recent activities has been the diamond drill outlining of ore on the Montana properties of Basin-Jib Mines in which Mentor owns close to 60% of the issued shares. After nine months of negotiations, 30-year leases have been negotiated on the Elkhorn properties 25 miles east of the operation at Basin. Properties involved include the original Elkhorn mines which produced over $10 million a half century ago, mainly in silver, but with some gold and lead. The ore is known to contain a considerable quantity of lead and zinc. The lead was of little value in those days and the zinc was looked on as a detriment.

Holds Denison Interest

Mentor reports a substantial interest is held in current options on shares of Consolidated Denison Mines—a participation which the company expects will prove "highly profitable." Norgold Mines, on which Mentor recently took an underwriting and holds options on 800,000 shares, has acquired a property immediately to the east of Consolidated Denison Mines with drilling expected.

The properties of Basin-Jib Mines are approximately 35 miles from Butte and past production was mainly gold and silver with lesser amounts of lead and zinc. Past production was over $5 million at today's prices.

Surface diamond drilling on the Katie Extension structure has given very encouraging results, it is reported. This is virgin territory not previously tapped from underground. Three holes covering 200 ft. of strike length have shown the vein zone to be 30 to 40 ft. wide, including zones of alteration. From available information it is computed that the grade would be at least $18 gross per ton across an average width of 16.7 ft. Gold values in this computed grade amount to $3 or $4, whereas from past experience it is thought they are likely to be between $10 and $15 per ton. A fourth hole, 200 ft. further east, has also cut the vein but assays are not yet available.

Mentor's engineering staff has expressed the opinion that the company has the makings of a mine and that, very shortly, they will recommend underground development. It is stated to appear logical to sink a shaft in the Katie Extension area and to later drive a crosscut south to reopen the old Katie-Hope workings. There are believed to be 125,000 tons of $20 ore in the old workings.

Underground drilling has already started at the Elkhorn properties where excellent structural conditions are stated to exist for formation of other ore bodies similar to those mined. The first underground hole caved but 5 ft. of core ran 13.6 oz. silver with other minerals providing a total gross value of $18.34 per ton. Values ranging up to 500 oz. silver have been found in one 20-ft. length encountered underground. If the current exploration program is favorable, the old incline shaft can be readily rehabilitated, it is stated. Electric power is in use and there is a road to the property.

In addition to a substantial shareholding in Sudbury Contact Mines, Mentor holds an option on a further 800,000 shares and has provided the Sudbury Contact treasury with $180,000 under present financing. Sudbury Contact is currently drilling next to Lorado in an effort to pick up the extension of the Lorado structure. A 20-claim group is also held in the Blind River area.

Mentor reports that Canadian Silica Corp. has acquired a new silica deposit at St. Canut, approximately 40 miles north of Montreal. Plans are being developed for installation of a grinding plant and some equipment has already been shipped. There are reported to be large markets for silica in the adjacent district, with these markets at present being supplied from the U. S. Mentor and subsidiaries own about 90% of Canadian Silica's issued shares. Mentor is also prepared to continue assistance to Canadian Silica in its further expansion.

Mentor's other holdings include 22 claims in the Athabasca area, groups of 28 and 15 claims in the Manitouwadge area and an option on 16 claims in the Marian River area, N. W. T. on which a radioactive zone has been established.

Pardee Amal. Ready To Drill

Pardee Amalgamated Mines Ltd. has contracted for an immediate two-machine 5,000 ft. drilling program on its "middle belt" 38 claim group in the big Algom uranium mining camp.

The claim group, acquired from Aquarius in the organization of the Pardee company, is considered a promising prospect in the district. The group for two miles east to west straddles the favorable contact zone within which tremendous ore tonnages are being developed by Algom Uranium Mines Ltd. at Nordic Lake.

The ore zone outcrops near the south boundary of the property and down dip protection to the north is afforded by 1¼ miles of property extent.

Mercantile Bank Business Rising

"We have already received indications that the decision to start in Canada was justified," said President H. E. Moquette at the first annual meeting of Mercantile Bank of Canada this week.

Total assets were $5,850,000 when the bank ended its first fiscal period on Sept. 30, 1954. Mercantile is a subsidiary of Nationale Handelsbank, Amsterdam.

"During the early years of operation, these financial data are unlikely to give a complete picture of the progress and prospects of the bank," said the president.

"Changes in the totals reported annually for specific assets or liabilities may, during the first years, merely reflect incidental fluctuations in some of the larger individual accounts."

Mercantile's first office in particular was transacting a growing volume of business at the end of the first fiscal period, said the president. Demand for services is increasing.

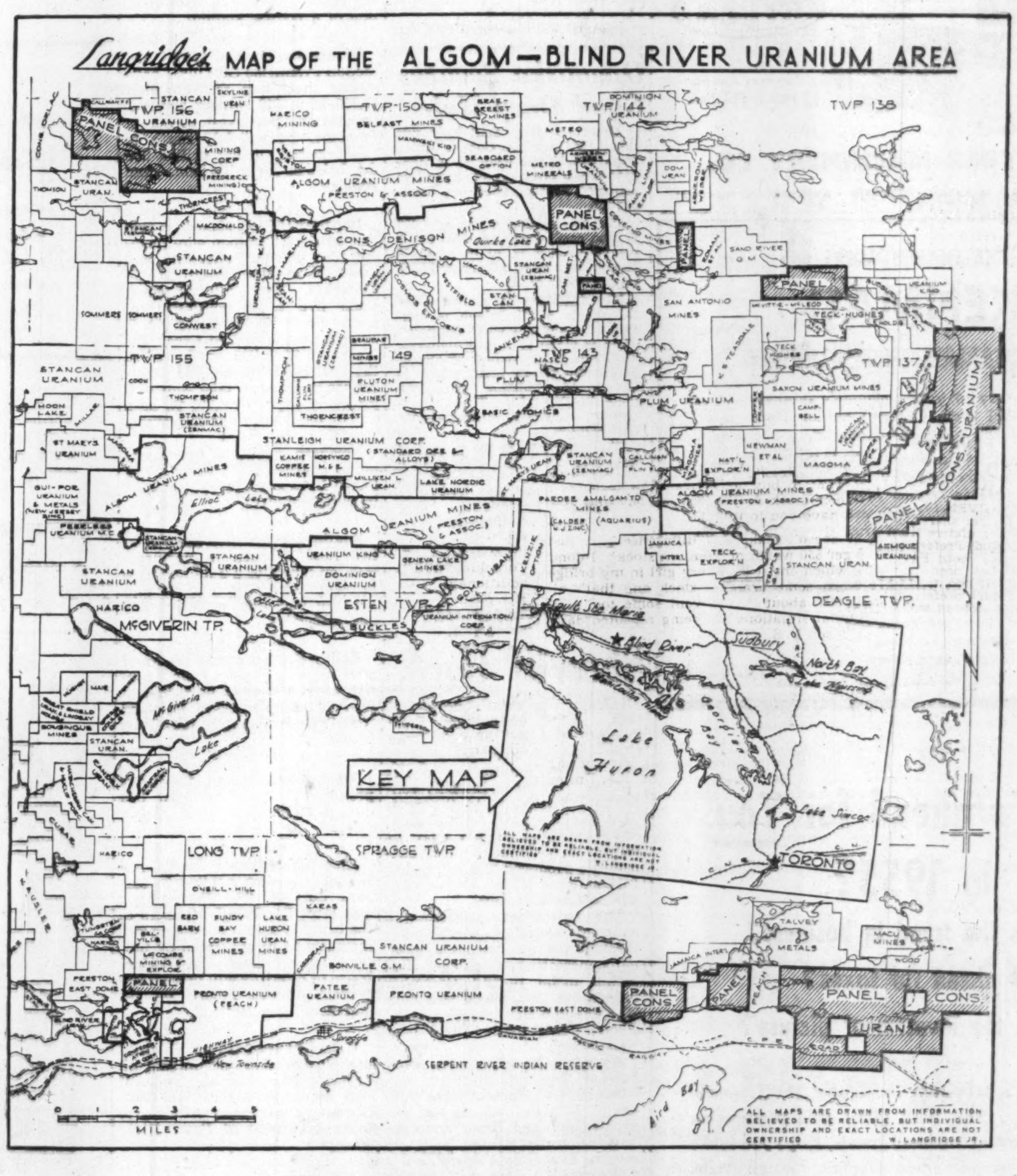
"Canadian industry is faced with increasing competitive conditions," said Mr. Moquette. "New policies, new practices and new connections may have to be tried out. All this represents both an opportunity and a challenge to us as much as to others."

PANEL Consolidated URANIUM MINES LIMITED

Preparing to Start
Extensive Diamond Drill Program
IN THE
ALGOMA URANIUM MINING CAMP
ON ITS
SEVERAL WELL-LOCATED PROPERTIES ON AND ASTRIDE "FAVOURABLE CONTACT ZONE STRUCTURE"

★ ★ ★

- ★ Adjoining the **ALGOM QUIRKE** and **PRONTO URANIUM** mine developments . . and the Consolidated Denison and Roche drilling operations . . .
- ★ Total of $650,000.00 placed in Company treasury under initial underwriting agreement . . .
- ★ A $400,000.00 exploration program recommended . . . including 30,000 feet of diamond drilling . . .
- ★ Ore making possibilities considered excellent . . .



PANEL CONSOLIDATED URANIUM MINES
LIMITED

THE COMPANY	Incorporated under the Ontario Companies Act, with authorized capitalization of ten million shares of one dollar par value each.
COMPETENT MANAGEMENT DIRECTORATE	Company affairs are under the direction of a seven-man Board, all highly regarded in their respective fields of mining administration, development and finance. Evan T. Donaldson is President of the Company and S. A. Perry is Secretary-Treasurer.
STRONG SPONSORSHIP	Indicative of the strong financial sponsorship being provided the Company, the Panel executive reports a total of $650,000.00 cash placed in the treasury under initial underwriting agreement.
EXCELLENT PROPERTIES LOCATION	The Company owns 10 properties, comprising over 419 claims, totalling some 17,960 acres situated astride the "favourable Contact Zone Structure", within which the oremaking conglomerates are found. As shown on the map, the Panel holdings are exceptionally well located on all three belts (north-middle-south) of the key structural formation. All claims are part of the original stakings made by Technical Mine Consultants Ltd. and Associates, following their Pronto (Peach) ore discoveries in June, 1953.
EXCELLENT OREMAKING POSSIBILITIES	Exploration work done to date, has established the presence of the favourable sedimentary-granite contact zone on the various Company properties. All properties provide protection for possible down dip extension of ore zones. The huge ore tonnage development of the adjoining Algom at Quirke Lake, along with the ore indications being obtained in current drilling on the neighboring Consolidated Denison and Roche, emphasize the excellent oremaking possibilities of the Company in this 'north belt' sector of the Camp. Likewise the Pronto mine development on the 'south belt' and the ore indications obtained by the Algom on its Pecors Lake property on the east end of the 'middle belt' add further indication of potential ore structural zones on Panel acreage held in these sectors.
EXTENSIVE DRILLING PROGRAM RECOMMENDED	An exploration program including some 30,000 feet of diamond drilling for the various properties has been recommended by Larry F. Labow, P. Eng., Manager of Technical Mine Consultants Ltd. In making his recommendations Mr. Labow concluded his report as follows: "From the viewpoint of location, proximity to large important orebodies and favourable geology, this Company's holdings rank as one of the best in the Algoma district. It is recommended that the programs of diamond drilling and mapping contained in this report be implemented for all groups concerned. It appears reasonably probable that these programs, when carried out, will reveal similar uranium-bearing structures of productive oremaking potentialities on several of the groups."

★ **PREPARATIONS** are currently being made for an immediate start on the $400,000.00 program envisioned. The Panel diamond drilling program will be one of the largest and most comprehensive undertaken in the Algoma Uranium Mining Camp to date. ★

★

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ANNOUNCEMENT

VINCENT CASSON

whose election to the board of directors of Gallowhur Chemical Corporation, New York City, is announced by Mr. George Gallowhur, President. Mr. Casson is a Director and General Manager of Gallowhur Chemicals Canada Limited, Montreal. He also conducts a Management Consulting practice with offices in Montreal.

Western Oils Are Staging a Comeback On Outlook for Exploration, Output

Sparked by a number of special company situations and a generally optimistic business outlook for 1955, western oil stocks have been staging their most determined market comeback in over two years.

Since early November, oil stocks as measured by the Toronto Stock Exchange western oil index — have advanced 14.5 points, or about 14%.

That the rise has been accomplished on a comparatively modest share turnover is a strong indication that western oils — depressed for over two years now—have been in an oversold market position. Even modest renewed purchasing interest has been enough to send prices ahead sharply. The rise in turn has brought many traders into the market on the assumption that at long last the inevitable recovery has gotten under way in this group.

Activity which has centred around some stocks, with special exploration and/or corporate developments, such as Pacific Petroleums, Canadian Atlantic, Triad Oil, Sapphire Petroleums, etc., has now spread out to include majority of the producing western oil issues.

Although forecast on 1955 production shows output up some 19% from last year at 315,000 b/d, the coming into production of such new fields as Pembina and increasing output from Saskatchewan and Manitoba will spread production out so that the overall increase will not mean too much for most companies.

Expanding market outlets on the Pacific Coast, Ontario, and the general consumption increase in the country, however, is making for a generally more optimistic tone in this group. Besides that, flow of risk capital for exploration and development work in the western provinces has recently shot up with several major oil companies from U.S., U.K. and Europe participating.

There is a growing feeling, too, that before too long an extended interprovincial pipeline to Montreal will open up a huge new marketing horizon (refinery capacity of close to 200,000 b/d) for Prairie oil.

* * *

Imperial Oil has completed one of the biggest all-Canadian financing deals in the oil industry's history. New $50 millions raised by debenture issues will be used for general corporate purposes to carry company's huge exploration, development and refining program. Company reports 700 million bbls. of oil reserves.

* * *

Royalite president C. U. Daniels predicts western oil production will reach 700,000 b/d by 1965 (now around 300,000 b/d rate).

* * *

Trans-Canada Pipe Lines has reduced size of Alberta-Winnipeg section of proposed gas line from 36-in. diameter to 34-in. in current hearings of Northern Natural Gas, Omaha, Neb., before FPC U.S. company is seeking approval of import of 100 million cu. ft. of gas daily from Trans-Canada.

* * *

Mid-Saskatchewan Pipe Lines, wholly owned subsidiary of Royalite Oil Co., has completed and placed on stream its 30-mile line connecting the Smiley Viking oil field in Saskatchewan with the Interprovincial Pipe Line at Ermine, Sask. Initial capacity of line 3,200 bbls. daily; could be boosted to 15,000 bbls. with addition of a booster station.

* * *

Texaco Exploration (90%) and McColl Frontenac Oil (10%) have staked their first test on their 92,000 acre, $13 million reservation, at the northwest corner of Pembina. Immediately north of this Imperial Oil has drilled five dry holes so far in its same-sized acreage.

* * *

Imperial Oil has staked its first test on the 2.5 million acre farmout from Pacific Petroleums and associates in northeastern British Columbia. Well will go down some five miles southwest of gasser Pacific Buick Creek No. 5, 15 miles north of Red Creek gas area and 25 miles northwest of the Fort St. John gas field. Contractor is slated to take well to a projected depth of 6,200 ft. as a test of the Permo-Pennsylvanian.

* * *

Northern Foothills Agreement group (Texaco, Gulf, Socony, and Shell) have staked two new tests in northeast B.C.

* * *

Southern Production has staked two new wildcats in northeast B.C. on a part of a 5 million acre farmout deal from Canadian Atlantic and Pacific Petroleums and associates.

* * *

Bailey Selburn states crude oil reserves have jumped from 8 million to 11.5 million bbls. in last year while gas reserves increased from 76 billion cu. ft. to 104 billion cu. ft.

* * *

Manitoba's 244 oil producers produced at rate of 7,666 b/d during November — a record rate.

* * *

Alberta Gas Trunk Line Co. will hold first annual meeting in Calgary on Jan. 25. Shareholders will elect five board members to the board of seven; remaining two members to be appointed by provincial government. A provisional board of directors will present important interim reports on gas gathering line outlook.

* * *

Canadian Gulf Oil has obtained one of the most encouraging oil strikes made so far this year. It was a wildcat in the Clear Hills district of northwest Alberta, 45 miles northwest of Peace River town.

* * *

Texaco Exploration has made one of the most promising gas discoveries in Alberta so far this year. It was in the Telfordville area 25 miles southwest of Edmonton; flowed gas at maximum rate of 8.4 million cu. ft. daily.

* * *

Trinidad Leaseholds and Compagnie Francaise des Petroles have staked tentative location for first of several deep tests on a 656,738 acre reservation farmout from Bailey Selburn in virgin territory adjacent to B.C. boundary and south of Grande Prairie.

* * *

Imperial Alida and Nottingham oil discoveries—eight miles apart —spur development programs in southeast Saskatchewan. Further development work may well connect the two finds, indicating a light gravity field of major importance. Companies involved include Imperial Oil, and Hudson's Bay, Socony, Woodley Canadian and Southern Production.

Opemiska Secures Good Deep Hole

A second deep drill hole put down by Opemiska Copper Mines from the 525-ft. level to investigate No. 3 ore body at depth has returned another good ore intersection.

The ore section starts at 1,078 ft. and can be expressed as 6.48% copper over 7 ft. of core, 4.37% copper over 12 ft. of core or 1.82% copper over 47 ft.

Mineralization is shown over the whole 47 ft. which is considered important when consideration is given to larger tonnages. This hole is approximately 700 ft. below the 525-ft. level which is the lowest existing developed level in the mine. These intersections represent approximately true widths.

The latest hole is 800 ft. east of hole No. 382 which also gave a good depth ore intersection in No. 3 ore body which now looks like a major ore occurrence.

Nickel Output Increasing At Sherritt Gord.

During the final quarter of 1954, nickel production from Sherritt Gordon Mines' Lynn Lake workings averaged slightly over two million lb. per month.

Nickel content of monthly concentrate shipments to the company's refinery at Fort Saskatchewan averaged slightly over 1.1 million lb. Balance of nickel concentrate produced was shipped to International Nickel Co. of Canada, at Coniston, Ont.

The new Fort Saskatchewan refinery operated continuously through the quarter on a gradually increasing scale. Output of nickel metal during December totaled 641 tons, which was some 90% of the plant's rated capacity. Plant performance has been satisfactory.

As might be expected a number of minor alterations and changes of equipment have been made. Further changes and improvements and some additions will be made in the next six months to maintain operations at full capacity and to increase capacity as quickly as possible.

Working capital at year end, exclusive of 1955 bond maturities, was in excess of $3 millions.

OSC Options

Details on mine financing have beer released by the Ontario Securities Commission as follows:

CAYZOR ATHABASCA MINES — Amending statement shows exercise of sub-option to Zenith Securities Ltd. at a 1c mark-up, payable by Dec. 31 of 25,000 shares under option to Microwave Development Ltd. at $1 per share.

GREAT SHIELD URANIUM MINES — Amending statement shows acquisition of 69 additional claims and 180 days' extension of all option payment dates.

KENLEW MINES—Amending statement shows increase in capitalization from three million to four million shares, particulars of agreement to explore company's claims. Monies expended may be converted to shares at $1 a share plus right to purchase maximum of 400,000 shares at $0.439472 per share from previous optionees. Treasury shares option to be extended for life of working option.

PAX ATHABASCA URANIUM MINES —By agreement of July 30, 1954, A. G. White & Co. agreed to purchase 25,000 shares at $2 per share payable by Jan. 4, 1955. Authorized capital is 200,000 shares. Issued—100,000 (35,000 in escrow).

ANABAR MINING DEVELOPMENT CO.—Amending statement filed to show extension to Jan. 28 of payment date for first optioned block of shares (200,000 at 10c).

MILLIKEN LAKE URANIUM MINES—New agreement entered into with Havelock Agencies Ltd. as of Jan. 7, 1955, whereby options granted on 600,000 shares in blocks of 200,000 shares each at 40c, 50c and 60c a share.

PANEL CONSOLIDATED URANIUM MINES—By agreement of Jan. 3, 1955, Houston & Co. agreed to purchase two million shares, being a million shares at 10c, three blocks of 100,000 shares each at 25c, 35c and 45c, 300,000 at 55c and 400,000 at 70c payable $100,000 by Jan. 17, 1955, and the balance of $550,000 within 10 days. Authorized capital is 10 million shares with 2,500,007 issued (2,250,000 in escrow).

FANO URANIUM MINES — Particulars filed of offering to public through officers on basis of 75% to treasury. Authorized capital is 3.5 million shares with 907,512 issued (787,500 in escrow).

LAKE NORDIC URANIUM MINES — Amending statement filed to show purchase by A. G. White & Co. of 100,000 shares at $1 a share.

TOFF URANIUM MINES — By agreement of Dec. 2, 1954, Federal Trading & Agency Co. agreed to purchase 500,000 shares, being 250,000 at 10c and 250,000 at 15c, and received options on further 600,000 shares at 20-25 cents a share. Authorized capital is 3.5 million shares of which 800,005 issued (700,000 in escrow).

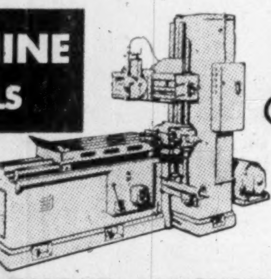
Panel To Drill Has $650,000 Cash

Panel Consolidated Uranium Mines is concluding arrangements for an initial 18,000 ft. of diamond drilling on its holdings in the Algoma uranium camp. Drilling will get under way immediately.

Panel acreage is contained within 10 properties comprising over 419 claims and totaling approximately 17,960 acres situated astride all three belts of the favorable sedementary — granite contact zone structure. Five properties are on the north belt, one of which ties onto the Algom Quirke and Consolidated Denison on the west, the Roche on the northwest and Conecho to the east.

A total of $650,000 cash has been placed in the Panel treasury under an initial agreement.

MACHINE TOOLS



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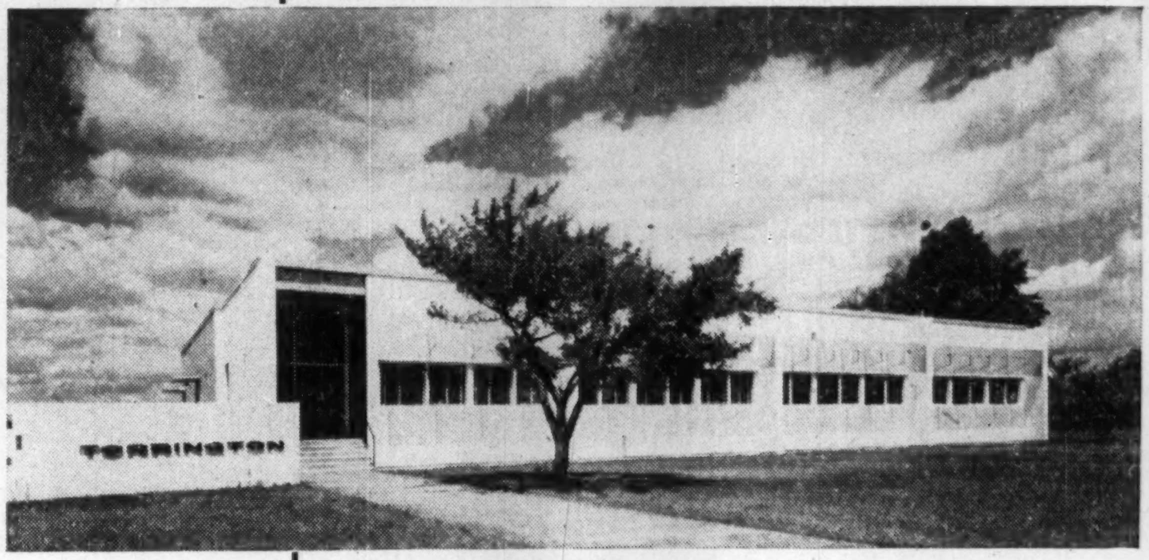

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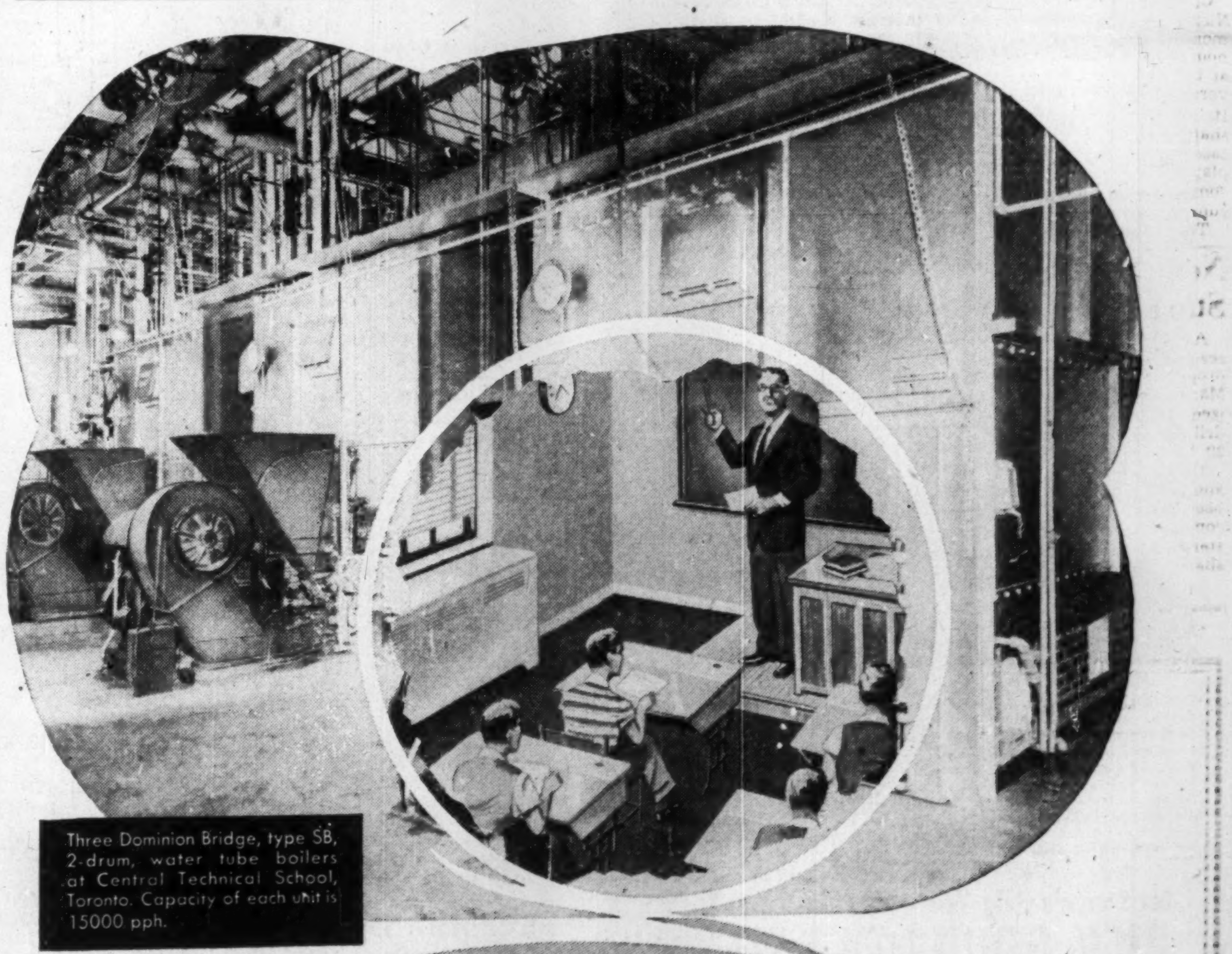

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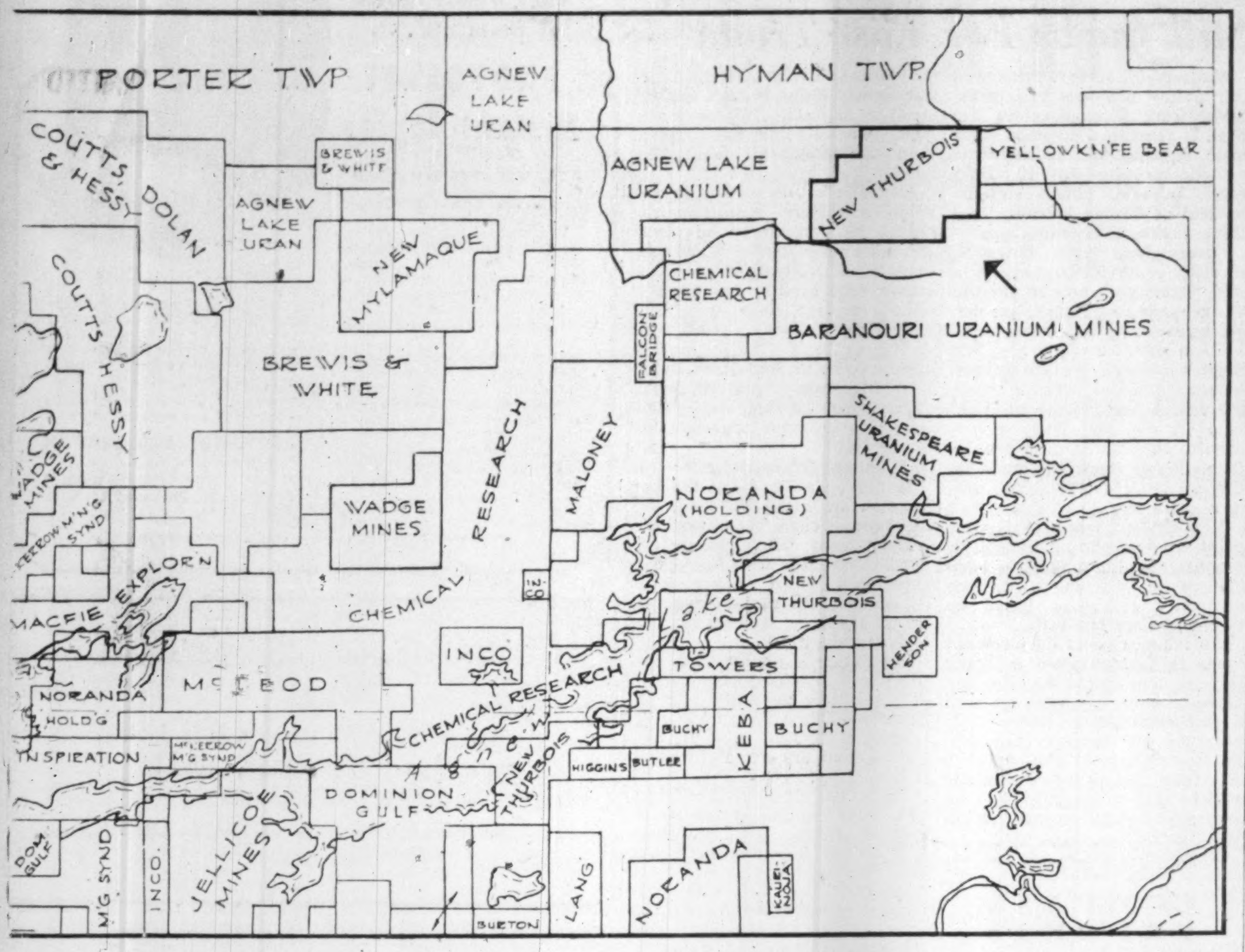
Where 10 Drills to Work As Agnew Lake Activity Jumps



New Thurbois No. 2 Zone Ore Grade Too at Agnew Lake

With a commercial grade uranium drill intersection now secured on the No. 2 zone of New Thurbois Mines at Agnew Lake, east of Blind River, more companies are laying plans for early drilling.

In the Jan. 8 issue of The Financial Post, it was reported that it looked as if six drills in all would be placed at work. Now at least 10 drills are expected to work in the area.

Recent days have seen an airplane moving back and forth over the area and it is obvious that drill probing is not the only kind of work being carried on.

Yellowknife Bear Mines is the latest entrant into the area with a large group of claims acquired adjoining New Thurbois —to the east and covering the eastward extension of the favorable structure. A discovery of pebble conglomerate was made a short while ago on this ground and "Yellowbear" plans drilling shortly.

Management of New Thurbois is pleased with the first intersection on its No. 2 zone and a second drill has been moved to speed up work here. The first hole gave 8.7 ft. of core averaging 0.135% U_3O_8 or $19.58 per ton at the $7.25 a lb. price for uranium. This intersection was contained in a 40-ft. radioactive section in pebble conglomerates.

No. 2 zone strikes North 75 deg. East and has been traced from the west boundary of the property (next to Agnew Lake Uranium) through the central part of the claims. The easterly extension beyond this is overburden covered. Hole 201 (first hole on this zone) was located approximately in the centre and other holes are to be drilled to east and west. This zone was opened up considerably by surface trenching and is stated to look as good at one place as another.

On the north zone, Nos. 10 and 11 holes have been drilled for structural interpretation. No. 10 gave 9.3 ft. averaging 0.08% or $11.60 a ton. No. 11 hole had 5.8 ft. of 0.064% or $9.28 starting at 171 ft. Other sections have been split and forwarded for assay from this hole.

New Thurbois now has approximately $300,000 in the treasury.

Agnew Lake Uranium, west of New Thurbois, has now made a definite decision to drill and results from this work should be of significance to New Thurbois as well.

New Mylamaque and Macfie Explorations as well as Yellowknife Bear, are further companies to announce drilling plans. It is understood that Baranouri Uranium Mines, adjoining to the south of New Thurbois, will drill as well.

As stated earlier, Chemical Research Corp. contemplates drilling but is waiting on an engineer's report. Jellicoe Mines plans further drilling too. When the three drills already working on New Thurbois are considered, this new area for uranium in the conglomerates is in for an extremely intensive investigation.

Inco Saves 20 Months When Shaft Driven 'In Reverse'

COPPER CLIFF.—International Nickel Co. figures it saved 20 months' time — and many man-hours—by driving its No. 8 shaft at the Frood-Stobie mine "in reverse"—from the bottom upward. It is more customary to sink shafts from surface. But in this case raising rather than sinking played a key part in speeding the company's capital program which runs to $200 millions.

The shaft built-in-reverse is part of a two-shaft hoisting plant that will handle a daily quota of 18,000 tons of nickel-bearing ore. Twin shafts, Nos. 7 and 8, are less than 100 ft. apart, this arrangement being decided upon not only to provide the needed hoisting capacity but to give flexibility to the operation.

Unlike No. 7 shaft, which had to be sunk foot by foot from surface, gravity was put to work in No. 8 shaft. Driving upwards at the same time from each of the five crosscuts driven from No. 7 shaft at 400-ft. intervals, a shaft pilot raise was carried through from 2,000 level to urface. The pilot raise was then widened to full size and concreted, working from surface down and drawing off the broken rock at the bottom.

No. 7 shaft was sunk from surface to the 3,000-ft. level a decade ago. Through it the mine has now been developed down to the 1,400-ft. level for mining by low-cost bulk mining techniques. Deep exploration has been carried on from the 3,000-ft. level.

New Marlon Drill Starting Jan. 20

As a result of excellent drill results secured at the nearby property of Gulch Mines, New Marlon Gold Mines has now finalized arrangements for its own drilling to start on or about Jan. 20.

Under a recent underwriting and option agreement, $40,000 has been placed in the treasury of the company and options are outstanding on a further 600,000 shares for an additional $120,000.

Kenmac Pulls Promising Hole

A diamond drill hole on Cardiff Township property of Kenmac Chibougamau Mines in Bancroft area has returned high values. Average grade from 224.5 ft. to 263 ft., was 0.584% U_3O_8 by chemical analysis. This is a dollar value of $84.64 a ton.

A composite assay over the 38.5 ft. width returned 0.54% U_3O_8, or $78.30 per ton. The values were found in a series of parallel, syenite-pegmatite dykes. A second drill hole is now working on the Kenmac property.

Diamond drill hole No. 2, now under way, directed from same location as No. 1, but at a 50-deg. dip to determine true attitude of the radioactive dykes, has already cut the dykes, it is reported.

Open New Ore At Faraday

Higher grade uranium ore has been encountered in "E" zone of the west adit by Faraday Uranium Mines. Current face is reported 14 ft. wide of which 10 ft. averages 0.75% U_3O_8 or $108.75 per ton. This is in the same heading which earlier gave 50 ft. of high grade ore.

"E" zone has a drill hole 20 ft. ahead of the face which gave 0.104% U_3O_8 over 18½ ft., while another surface hole 200 ft. ahead of that again gave 0.56% over 11½ ft.

Drifts are being advanced in the "A" zones from the east adit and grade is higher than surface drilling indicated and width is yet to be determined. In the east drift the last 100 ft. averages .123% U_3O_8 over at least drift width.

When development of the adit level is sufficiently advanced, a program of depth development, including shaft sinking, should then be undertaken to determine size of the milling plant. The high grade lens in the E-1-west drift first appeared in the south wall, continued in the drift for 50 ft. before re-entering the south wall.

Company has been amply provided with funds from sale of treasury stock. A new underwriting and option agreement involving $1.5 millions, if fully exercised, was recently entered into and of this amount $160,000 has been or will be received to bring current treasury position to approximately $400,000. Should this arrangement be carried to completion 706,676 shares will remain in the treasury for further financing if necessary.

Preparing to Drill New Athona Strike

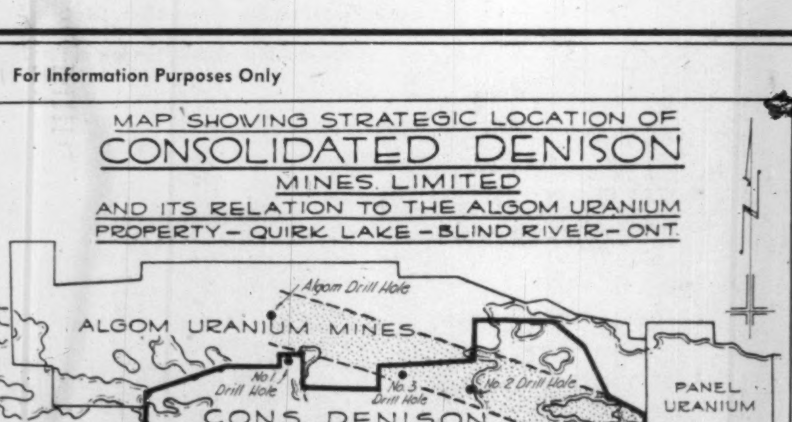
A winter camp is being established and a diamond drilling contract arranged on the Ted group of claims of New Athona Mines located at Treasure Lake about three miles west of the property of Rayrock Mines in the Marian River uranium area, N.W.T.

Three principal uranium zones have been partially explored by rock trenching. The No. 1 zone has been opened for over 500 ft. in length by a series of rock trenches, six of which returned values ranging from a low of 0.19% U_3O_8 ($27.55) to a high of 0.71% U_3O_8 ($102.95) over widths up to 3 ft.

Two other showings occur on the property which will be explored by surface rock trenching to be followed by diamond drilling as soon as the snow is off the ground.

New Athona has approximately $140,000 on hand and options outstanding on an additional 800,000 shares which, if exercised, will net the treasury a further $440,000.

For Information Purposes Only


MAP SHOWING STRATEGIC LOCATION OF
CONSOLIDATED DENISON
MINES LIMITED
AND ITS RELATION TO THE ALGOM URANIUM
PROPERTY – QUIRK LAKE – BLIND RIVER – ONT.
Algom Drill Hole
ALGOM URANIUM MINES
No 1 Drill Hole
No. 3 Drill Hole
No. 2 Drill Hole
CONS. DENISON
PANEL URANIUM
STANCAN
CAN-MET
STANCAN
PANEL
ALL MAPS ARE DRAWN FROM INFORMATION BELIEVED TO BE RELIABLE, BUT INDIVIDUAL OWNERSHIP AND EXACT LOCATIONS ARE NOT CERTIFIED W. LANGRIDGE JR.
Drill Hole locations & possible direction of Algom Ore extension from Map dated Oct. 1954 by R. I. Benner
0 1 2 3
MILES

DRILLING PROGRAM BEING STEPPED UP

Three more drills are presently being moved in to join the three already working, as the company steps up the intensive drilling program in progress at its Blind River property shown above.

IMPRESSIVE RESULTS CONTINUE

The current drilling to outline the extension of the Algom ore formation continues to bear out expectations. Hole No. 3 just completed 3,300 feet west of the successful No. 2 hole, intersected a 10 foot zone running 0.114% U3O8 in the second conglomerate bed at a depth of 2,140 feet. In addition, this hole intersected a 15 foot section of a third bed of radioactive conglomerates 30 feet below the second bed. Assays are now awaited on this core section.

Previously completed Hole No. 4 returned 0.14% U3O8 over 12.5 feet.

CONSOLIDATED DENISON MINES LIMITED

Suite 305, Royal Bank Building Toronto, Ontario

Bralorne Sinks to 33rd Level As Ore Results Are Favorable

Due to favorable results secured on "79" and "77" veins, Bralorne Mines has decided to sink its Queen shaft to the 33rd level. By early in January, the shaft was below the 31st with station being cut at this horizon.

Some development was continued on the 28th level during the last quarter of 1954 despite the shaft job.

The 26th level drift east on "77" vein has encountered ore in the direction of Pioneer and this heading is now advancing. On the 27th level, a crosscut to the "77" vein intersected ore of good grade as well.

Additional ore was developed on both "79" and "77" veins on the 28th level with drifting on "77" vein described as very promising.

The crosscut on the 20th level is about 400 ft. inside the Talyor (Bridge River) property. Visible gold was seen in the 2002 drift southwest off the crosscut but the vein is too narrow to make ore, it is stated.

During the last quarter of 1954, 46,032 tons of ore were milled with a recovery of 15,704 oz. of gold.

Amer. Nepheline Business Up As CPR Opens New Spur

A new Canadian railway line was officially opened this week with a bright prospect that it will be called upon to handle increasing tonnages of traffic in the years ahead.

The new 17-mile CPR line from Havelock, east of Peterborough, Ont., to the American Nepheline Corp. townsite of Nephton actually started carrying traffic Dec. 20 — close to two months ahead of schedule. Limited ballasting of the rail line remains to be completed next spring, but the line is already serving a useful purpose in cutting costs for American Nepheline and boosting CPR revenues.

American Nepheline is saving 75c a ton over previous shipping charges and will ultimately save even more.

It is expected that the line will spell around $1 million extra revenue for CPR freight haulage as most of output goes to the U. S.

American Nepneline is enjoying excellent business and the plant is turning out a capacity 12,000 tons a month. The management is anticipating about a 15% increase in tonnage produced in 1955 over 1954. No difficulty is anticipated in marketing this extra output due to the very firm demand for the company's products. A 15% increase is about the limit of extra output management may expect from present facilities but officials are not unmindful that further expansion may be needed.

In 1954, the company sold 125,000 tons of products (a 9.7% increase) with value of sales amounting to $1.8 millions. The company is enjoying a widening use for its processed nepheline syenite which is widely used in glass and ceramic trades. It is believed that only in the Urals region of the USSR is there a comparable operation.

American Nepheline officials stressed that provision of ore transportation facilities direct from the ore deposits to railhead was an important milestone in the company's development. Previously crude ore or products had to be shipped by barges down the Kawartha system to Lakefield. Latterly highway trucks had been used extensively, but now the company has fast rail service available for getting its products to market.

American Nepheline is now maintaining some fine grinding facilities at Lakefield, north of Peterborough, but it is anticipated that these facilities will be shifted to the mine. Operations at Rochester, N.Y., were suspended some time ago when the Cobourg-Rochester ferry service was discontinued.

Ore reserves of the American Nepheline operation are about some five million tons in the Cabin Ridge section, where mining is at present being carried on by quarrying and open pit methods. There is sufficient ore of the open pit variety available at this location for many years' operations. The Cabin Ridge nepheline syenite occurrence is five miles in length and about 500 ft. wide.

The new CPR spur was opened on the 100th anniversary of the building of the first railway in Peterborough County.

Ont. Fuel Board To Spot Check Gas Complaints

Ontario Fuel Board has undertaken a survey of natural gas utility charges in Toronto area covering the period Nov. 24-29 to Dec. 24-29.

The survey has grown out of a flood of complaints to Consumers' Gas Co. of Toronto alleging excessive consumer bills for some households recently converted from manufactured to natural gas.

Since the heating quality of the imported natural gas checks with specifications (a little over double that of former manufactured gas) the answer does not lie with the gas or the interim rates which are based exactly on former manufactured gas rates (and multiplied by 2.15 in line with superior heating quality)

"We are checking every complaint received individually and in the majority of cases we find that after explanation the customer understands the situation and is in full accord," Consumers' Gas General Manager Oakah Jones told The Post.

"It must be remembered that the temperature was much lower than in the same period last year and that there were three more days. In this period also there were the two long Christmas and New Year week ends when gas consumption was very heavy."

ANNOUNCEMENT

APPOINTED PRESIDENT CARTON SPECIALTIES

F. L. CLOUSE

J. A. Whealy, President of The Corrugated Paper Box Company, Limited, announces the appointment of F. L. Clouse as President of Carton Specialties Ltd. Carton Specialties is a wholly owned subsidiary of The Corrugated Paper Box Company. Mr. Clouse has been Managing Director of Carton Specialties since its inception in 1937, and before this appointment had 18 years experience in the folding carton industry.

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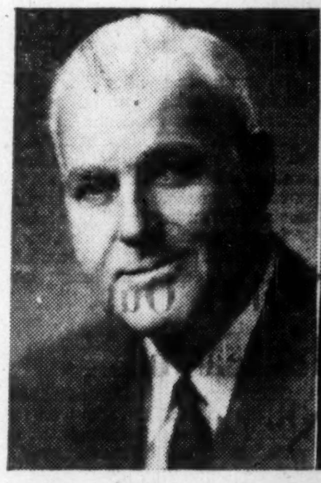
ANNOUNCEMENT



S. H. MACKAY

H. R. GARLAND

J. T. WOOD

Mr. A. W. Bruce, Vice-President and General Manager, Household Finance Corporation of Canada announces the following promotions of Executive personnel: Mr. S. H. Mackay, formerly Director of Supervision, becomes Vice-President in charge of Western Operations, with headquarters in Toronto. The Western Division is comprised of offices in Ontario, Prairie Provinces and British Columbia. Mr. H. R. Garland, formerly Assistant Director of Supervision, becomes Vice-President in charge of Eastern Operations with headquarters in Montreal. The Eastern Division is comprised of offices in the Province of Quebec, Maritimes and Newfoundland. Mr. J. T. Wood, formerly General Supervisor in charge of offices in the Province of Quebec and Ontario, becomes Assistant Director of Supervision with headquarters in Toronto.

WHAT WAS YOUR DIVIDEND INCOME IN 1954?

The Financial Post Corporation Service

1954 DIVIDEND RECORD

has the answer!

This authoritative reference booklet, to be published the middle of January, 1955, is an indispensable guide in preparing income tax returns. It gives a record of each individual payment made by Canadian public companies throughout the year 1954. Shown for each company are the classes of stock outstanding; the annual rate of dividend payments (where applicable); frequency of payments; the amount of each periodical payment, including extras; the payment date, record date, and (for listed stocks) the ex-dividend date. There is also, for comparative purposes, the total of payments made in each of the two preceding calendar years.

SAMPLE

Amount $ Payable or paid Record Date

Intl. Nickel Co. of Canada Ltd.
7% c pf ($100 & $5) Rate 7% pa Q
1¾%US Feb 1/54 Jan 4-xd 31
1¾%US May 1/54 Apr 1-xd 31
1¾%US Aug 2/54 Jul 6-xd 5
1¾%US Nov 1/54 Oct 4-xd 1
Paid: 1953—7%; 1952—7%

Common (np) Rate $2.00 pa Q
0.50US .. Mar 20/54 Feb 18-xd 17
0.50US .. Jun 21/54 May 25-xd 21
0.50US .. Sep 20/54 Aug 23-xd 20
0.50 + 0.90US Dec 20/54 Nov 22-xd 18
Paid: 1953—$2.00 + 0.35;
1952—$2.00 + 0.60

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Individual copies of this valuable permanent record of 1954 dividends may be ordered now at the rate of $2.00 for one copy and 50 cents for each additional copy.

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For those who require continuous dividend information, The Financial Post Corporation Service Dividend Record may be secured on a subscription basis at the moderate rate of $20.00 a year. With this service you receive each week a record of dividends which have been declared during the preceding week, and each month a cumulative booklet which brings together in one place all payments made or declared in the current year to date. If you subscribe now, you will receive one copy of the 1954 complete edition as part of your service and may order extra copies at the special subscriber rate of 50 cents each.

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LETTER FROM LONDON

While Adelphi is on holiday, your Letter from London is written by a well-known London correspondent.

Huey Long, who was as able as he was unscrupulous, used to say that when Fascism comes to the United States it will come dressed as anti-Fascism. When Communism comes to Great Britain, if it ever does, it will come in trade union clothes, unless the big trade unions change their present policy of holding the country to ransom by the threat of strikes at a moment most inconvenient to the public.

The National Union of Railwaymen have just done it again, and successfully. It is, of course, a tactic which is available only to the big unions. The weaker brethren cannot use it, and indeed they cannot withstand their big brothers when they are in a bullying mood, which is almost always.

There is never anything to be gained by a casuistical refusal to call a spade a spade, and the fulfilment of the old tak in the contemporary context is to admit that the trade unions bid fair to become the dictators of Great Britain, overriding Parliament and, by extension, the Rule of Law.

Parliament laid it down a long time ago that the British Transport Commission should pay its way. The Court of Inquiry which was set up to examine the railway dispute arrived at a conclusion that was the polar opposite of the declared will of the House of Commons, which, according to constitutional theory and practice, possesses sovereign power. And so the railwaymen get another rise.

As far as the Constitutional issue is involved, it is quite irrelevant that, by general consent, some railway workers are underpaid.

* * *

Who Pays For Higher Rail Wages?

Not the least surprising aspect of an ominous situation was the unblushing statement by Sir Brian Robertson, the chairman of the Transport Commission, that it is nothing to do with him whence the money is to be obtained for the rise in wages. Sir Brian has been a regular soldier for most of his life, so perhaps we should not be too hard on him for speaking in that cavalier strain.

Ordinary men and women, on the other hand, who, both as taxpayers and travelers, will have to foot the bill, may well wonder whether the chairman of a capitalist undertaking would not be thrown out neck and crop if he had been guilty of such a detached utterance.

Sir Brian is not a good advertisement for those superannuated officers of the services who have been made, at fat fees, directors of several firms, thus justifying the sneer that they are receiving a glorified species of out-relief.

There have been copious and pious promises, on the part of the railwaymen's leaders, that restrictive practices will be abandoned. It is an occasion for a large pinch of salt, for the trade union leaders are aware, as everybody else is, that while "full employment" is accepted as a dogma by all political parties, three men will continue to do the work of two men henceforward as in the past.

Meanwhile, it is stressing the obvious to point out that with wage increases being dispensed all round, it is absurd for the Government even to go through the motions of pretending to curb the inflationary steed as it gallops toward a crisis.

The stock market operators are plainly of this opinion, which accounts, to a considerable extent, for the sustained strength of sound industrial shares, which offer the classic hedge against inflation.

* * *

The Easy Way To Stop The Rot

Forecasts of a higher bank-rate have not been so numerous lately, but the extra half or one per cent will no doubt be ordained all the same. It is much easier for a Government to try to stop the rot by that expedient than by taking the bull (on the Stock Exchange and off it) by the horns. That courageous act would entail telling the electorate the facts about Britain's economic problems and the measures that ought to be adopted to deal with them. But equivocation and evasiveness prevail, and the problems remain. If problems are not solved, they destroy.

One of the men prominent in finance who are under no illusions is Mr. S. W. Alexander, who was formerly the senior in status of Lord Beaverbrook's financial commentators and who is well known in Canada. Mr. Alexander was literally the first person to meet Lord Beaverbrook when he voyaged to England as Mr. Max Aitken.

He owns and edits The City Press, a weekly journal which exercises great influence in "the square mile," not least because it is brave enough to be heretical and to offer a platform to unpopular causes. For example, about a fortnight ago it published a three-column review of a book by Captain Russell Grenfell, R.N., who died suddenly last July.

* * *

Naval Book Brought Conspiracy of Silence

After leaving the Navy in 1936, Captain Grenfell quickly won for himself a world-wide reputation with his books on naval subjects, and two of them—"Main Fleet to Singapore" and "The Bismarck Episode"—are firmly established as standard works in their own category. Just before he died, apparently, he wrote a book, "Unconditional Hatred," which was published in America because no British publisher would handle it on account of its political heresies, even though Captain Grenfell and his associates were prepared to bear the cost of publication. In the lengthy obituaries of Captain Grenfell which appeared when he died, the book is not mentioned, and it seems that the boycott is still operative. It may be good or bad, but the decision under that head should surely rest with the public.

The conspiracy of silence leaves a nasty taste in the mouth, and it provides the Muscovites with powder and shot. Captain Grenfell, incidentally, was closely related to Grenfell of Labrador. Another but remoter relative was the Sir Richard Grenville immortalized in Tennyson's ballad.

* * *

Poetry and Politics —Two Controversies

Perhaps only a few old faithfuls read Tennyson nowadays. Those who ignore him are the losers. Poets (including Shakespeare) have their ups and downs in prestige, and there is normally a reaction against them immediately following their deaths. Dylan Thomas is undergoing a hostile re-evaluation now.

When he died he was lamented, and rightly lamented, as an authentically original singer from the poetical heart of Wales. But the routine reaction has set in quickly, and his detractors assert that his verse is largely meaningless and, when it has any meaning, that it derives from the poetry of Francis Thompson. It is the sort of dispute which goes on and on (especially in Oxford and Cambridge common-rooms) without ever settling anything.

Another and more prosaic controversy was born when Palme Dutt, the "intellectual" of the Communist Party in the United Kingdom, sought to justify the execution of Beria, who for so long was a hero to Communists and fellow-travelers everywhere. Denis Brogan, a formidable master of fence, took up the challenge, and floored Dutt with a single question. He asked Dutt, who is half Indian and half Scandinavian, what his attitude would be if, by a twist of events, Malenkov, now idolized in Russia —officially, at any rate—were to be overthrown and liquidated as a deviationist in league with the Fascist beasts.

* * *

That is the sort of question that no Communist cares to answer. In any case, Dutt would never be a match for Professor Brogan in a debate. Both are Balliol products, but of a different generation and a totally different outlook on politics and religion. Dutt, of course, has never commented on the Maclean and Burgess affair, though it is a legitimate assumption that he was privy to their intention to go to the workers' paradise.

It is an open secret that the two ex-diplomats are busy in the propaganda unit of the Kremlin. The Foreign Office, however, still plays the oyster, though pressure in the House of Commons, when it reassembles shortly, may force the Government to lift this particular iron curtain. If it had not been for the Press, the British people would never had heard that the birds had flown, or whither.

WILLIAM G. AIRD

treasurer Reichhold Chemicals (Canada) Ltd., at Toronto, has been elected a director.

Sask. May Lead National Plan On Meat Sales

Saskatchewan may be close to a major step that could lead to formation of a national livestock producers' marketing plan.

A provisional board has prepared a marketing plan which is expected to be offered to Saskatchewan stockgrowers for approval.

Formation of a powerful livestock producers' board would lend impetus to plans in other provinces and to the campaign for a national board. Among the powers suggested for the Saskatchewan board:

—To say where and how livestock will be marketed.

—To inspect books and premises of companies handling livestock; to search any means of transporting livestock.

—To seize meat or livestock marketed in violation of board orders and to do what it wishes with money received for such meat or livestock.

—To license people storing or marketing meat; to cancel or suspend any license for any violation.

There will be a series of meetings throughout the province at which the plan—inspired primarily by the Saskatchewan Farmers' Union—will be explained to producers. It's possible there will be changes.

There have been a number of complaints from larger producers that the plan will be run by the smaller, less efficient producers. The plan, as it now stands, considers any one with three head of livestock a producer.

BOOKS FOR BUSINESSMEN

THE BARLEY AND THE STREAM, The Molson Story, by Merrill Denison; McClelland & Stewart, Toronto; 398 p., 27 illustrations; $5.

Only the fingers of one hand would be needed to count most of the Canadian business firms that have been operating continuously for over a century and a half. And the majority of these in that long period would have changed their ownership or main line of production or both. But Molson's Brewery Ltd., of Montreal meets all these historical requirements and more.

On the St. Lawrence River front just below the original walls of Montreal, John Molson, fresh out from England, started brewing and selling ale in 1789. Today the fifth generation of the Molson family is operating the same business, on the same site, but on a somewhat vaster scale. This is the story of that business but because the Molsons have been going so long and their interests have been so wide and so varied, it is also a story of Canadian commercial development. John Molson and the Molsons after him were more than brewers. They were merchants and pioneer builders in the broadest sense.

The first steamboat in Canada (1809) and one of the very first in the world was built and operated by the Molsons and the first railroad too (1836). The Molsons were bankers all up and down the St. Lawrence and with connections in Britain, long before they formally entered that business and established Molson's Bank which was later (1925) absorbed by the Bank of Montreal.

Merchandising, however, is only part of the Molson story. From the very day he stepped off the boat that brought him from England John Molson took a leading interest in community and later national affairs. That interest and responsibility has been handed down.

Lack Of Foreign Exchange Still Curbs Far East Trade

Shortage of foreign exchange is still a key problem in international trade throughout the Far East. It remains a common economic denominator in countries visited recently by H. Duke Scott, Imperial Bank's superintendent of foreign business, on a three-month, 40,000-mile trip.

"Everywhere one hears of shortage of foreign exchange," he said. "Everyone wants elimination of exchange restrictions, but they are regarded as a necessary evil."

Purpose of his journey, Mr. Scott explained, was to become better acquainted with his "banking friends" and other businessmen in the Far East, and to acquire first-hand, up-to-date information of conditions there for the use of Imperial Bank's Canadian customers.

New Zealand was first stopping point on the trip. Although its economy is almost entirely agricultural, it is trying to develop secondary industries based on wool and dairy products.

An important development there is Tasman Pulp & Paper Co., launched by the New Zealand Government a few years ago with a self-perpetuating forest. It is expected the company will soon be exporting pulp and paper to Australia, and that New Zealand will be able to supply all its own newsprint requirements within five years.

Monetary controls are particularly strict in New Zealand. The standard of living is high, nearly equal to Canada's. "There is almost over-employment, rather than unemployment," said Mr. Scott.

Australia is also seeking to develop secondary industries, to reduce its dependence on wool. Mr. Scott predicted that Canadian exports to Australia would increase; that country has already issued import licenses for Vancouver salmon.

"Recent discoveries of uranium appear to be an important factor in their economy," said Mr. Scott. "The great lack is water, but irrigation schemes are developing."

Japan's Trade Balance

Manila gave Mr. Scott the impression of being "one of the highest-cost cities in the world."

Hong Kong, being heavily dependent on trade with China, has experienced some slackening in its economy in recent years. It, too, is trying to develop its secondary industries.

Population is almost triple the pre-World War II levels, mainly as a result of the entry of refugees from China. Large, low-rent apartment houses, built by the Government, are seen everywhere in the colony.

Japan has developed a favorable trade balance within recent months, said Mr. Scott, and there is a feeling of optimism. Osaka has become "very much more important" than before the war because of the growing use of air travel, while the sea ports have lost some of their importance.

Living costs in Japan are high. Cost of commodities that a Westerner would use are as high as anywhere in the world.

Singapore is "feeling the strain" of reduction in her trade with Indonesia. The latter country has become highly nationalistic since gaining its independence.

India and Pakistan are experiencing "terrific population pressure," which is reflected in bad housing conditions. Pakistan is another high-price country, since it did not devalue its currency at the time of the British and Indian devaluations.

Mr. Scott praised the assistance given to traveling Canadian businessmen by representatives of Canada's diplomatic and foreign trade services abroad.

"Canadians are fortunate," he said, "to be so well served by such a group of men."

COMPANY REPORTS

Finance

GUARANTY TRUST CO. OF CANADA net profit for 1954 amounted to $243,454, 3.8% higher than net of the previous year of $234,502.

New high levels were achieved for the year in earnings, deposits, estates under administration and volume of new business, reports President J. W. Berry. Total assets in the hands of the company increased $12,426,003 to $100,438,453.

Deposits by the public were up $7,782,352 to $34,251,849.

Annual meeting is Jan. 27.

	1954 $	1953 $
Liabs. to public*	34,360,527	26,565,747
Shareholders' equity	3,038,913	2,915,459
*Secured by:		
Mtges. & sls. agree.	13,306,554	10,633,462
Off. prem.	247,104	267,586
Liquid assets‡	23,845,782	18,580,158
Total	37,399,440	29,481,206
‡Includes bonds and stocks.		
Net profit	243,454	234,502
Estates accounts	63,039,013	58,531,243
Earned per share	$1.22	$1.17
Paid	0.60	0.60

CANADIAN JOHNS-MANVILLE CO. has opened newly constructed warehouse and offices at 565 Lakeshore Road East, Port Credit, Ont. Containing a total of 70,000 sq. ft., the two-story building has head office of the company's Canadian Products Division on the second floor. Ground floor is for Ontario Sales Office and Contract Department.

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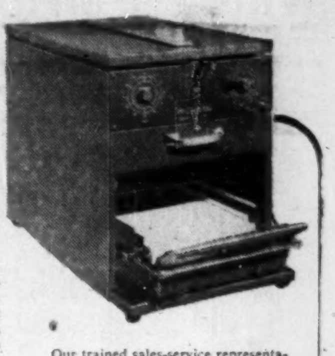

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ANNOUNCEMENT

WESTERN BRIDGE APPOINTMENTS

E. L. HARTLEY

AENEAS McB. BELL-IRVING

H. L. WARNER

Mr. Sidney Hogg, President and Managing Director, Western Bridge and Steel Fabricators Ltd., announces the following appointments: Mr. E. L. Hartley, M.B.E., P.Eng., as General Manager; Mr. Aeneas McB. Bell-Irving, O.B.E., as Sales Manager, and Mr. H. L. Warner, C.A., as Comptroller. Appointments were effective January 1, 1955.

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